* * * * * * * * * *

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candi	date/Issue	Danoc	PRATIA SEN	ATORIAL CAN	MAIGN C	OMMITTE
candic	Dates (if one folder is used per late, a separate checklist must be eted for each flight)	10/2/12-11/6/12			T 10 1	
					<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:	10/9/12	<u>Q</u>	
2.	Original contract showing requested time (when available)		Date:	8/13/12	Sc	_
3.	Updated contracts as order changes.		Date:	9/20/12	<u>a</u>	- 1x/3/10.
4.	Invoice of schedule as actually broadcas including amount of rebates given (exact date, time, class of time and amount			10/2/12 10/4/12 10/4/12	EL) EL	10/12/12
	for each rebate), if any		Date:			_
			Checklist Con	nnleted:		
			Chooling Com	ipiotod.		
		Ву:				
		Date:				

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:			Da	te:
l	WISN TV, MILL	mille		10,	11/12
Ĭ,		NAGELIE	RE		
do hereby reque	est station time conce	rning the foll	owing issue:		
			+		
		DSCC	1E		
					•
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		_	_		
	Asl	ORT	EREC		
	_			4	
Total Char	nec.		-	THE ASSESSMENT OF THE SECOND O	
Total Cital	9031				
This broadcast t	time will be used by:		DS/1 -1E		
. IIIb of outcount t	inio will be abea by.				
	rogramming (
message r	elating to any	political	natter of n		rtance?"
	Yes			□ No	

For programming that "communic importance," list the name of the office(s) being sought and the date	legally qualified candidate(s) th	ne programming refers to, the
For programming that "communic importance," attach Agreed Upon		political matter of national
I represent that the payment for the	ne above described broadcast ti	me has been furnished by:
Ds	cc -1E	
and you are authorized to announce furnishing the payment, if other th		person or entity. The entity
a eorporation; a eommi	ttee; 🗌 an association; 🔲 o	or other unincorporated group.
agona of the entity are named so.	on () of an area of a parameter,	478 7. CAPTILE 21 26
OF RACE OR ETHNICITY IN TH		ISCRIMINATION ON THE BASIS ISING.
l agree to indemnify and hold harmle reasonable attorney's fees, that may a dvertisement(s). For the above-sta transcript, or tape, which will be d before the time of the scheduled br	ensue from the broadcast of the ted broadeast(s), I also agree elivered to the station at least	above-requested to prepare a script,
TO BE SIG	NED BY ISSUE ADVI	ERTISER
1/27/12	-M/\	202-338-8700
Date' Sig	gnatilke	Contact Phone Number
TO BE SIGNE	D BY STATION REF	PRESENTATIVE
Aeeepted	Aecepted in Part	Rejected
Signature	Printed Name	Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	. OX	DER	ED	

Total	Chai	rges:
-------	------	-------

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Makc-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

Product Code

53

Advertiser Ref

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Original Date / Revision <u>Advertiser</u> Democratic Senatorial Campaign Committee 08/03/12 / 08/13/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Account Executive Station Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+

Advertiser Code

49

IDB#

8091

Agency Ref

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S _f	oots	Amount
N 1 WISN 10/02/12 11/02/12 General Hospital	2-3pm/1-2p	:30	NM	10	\$3,500.00
Start Date End Date Weekdays Spots/Week	Rate		1		
Week: 10/01/12	\$350.00				
Week: 10/08/12	\$350.00				
Week: 10/15/12 10/21/12 -TWTF 2	\$350.00				
Week: 10/22/12	\$350.00		Į.		
Week: 10/29/12 11/04/12 -TWTF 2	\$350.00				
N 2 WISN 10/02/12 11/02/12 Late News 10PM	10-1030p	:30	NM	15	\$24,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12	\$1,600.00				
Week: 10/08/12	\$1,600.00				
Week: 10/15/12	\$1,600.00				
Week: 10/22/12 10/28/12 -TwTF 3	\$1,600.00				
Week: 10/29/12 11/04/12 -TWTF 4	\$1,600.00				
N 3 WISN 10/02/12 11/02/12 The View	10-11am	:30	NM	14	\$7,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1		
Week: 10/01/12	\$500.00				
Week: 10/08/12	\$500.00				
Week: 10/15/12 10/21/12 -TWTF 3	\$500.00				
Week: 10/22/12 10/28/12 -TwTF 3	\$500.00		l l		
Week: 10/29/12 11/04/12 -TWTF 4	\$500.00				
N 4 WISN 10/02/12 11/02/12 Late News 1030PM	1030p-11p	:30	NM	5	\$4,750.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12	\$950.00		1		
Week: 10/08/12	\$950.00				
Week: 10/15/12	\$950.00				
Week: 10/22/12	\$950.00				
Week: 10/29/12 11/04/12 -TWTF 1	\$950.00				
N 5 WISN 10/02/12 11/02/12 Nightline	11p-1130p	:30	NM	8	\$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/01/12	\$750.00		İ		
Week: 10/08/12	\$750.00		ı		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision	Alt Order#	
	939457 /	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

					Spots/			
*Line Ch Start		ate Description	on	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00				
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00				
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00				
N 6 WISN 10/02			ON COOPER	M-F 11A-12P	:30	NM	14	\$3,150.00
Start Date Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate				
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$225.00				
Week: 10/15/12	10/14/12	-TWTF	2 3	\$225.00 \$225.00				
Week: 10/13/12	10/21/12	-TWTF	3	\$225.00				
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00				
N 7 WISN 10/09/				12P-1P	.00			
Start Date	End Date	Weekdays	Spots/Week	Rate	:30	NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00				
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				
N 8 WISN 10/02/	/12 11/02/1	12 KATIE CO	URIC	M-F 2-3P	:30	NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		14161	,,,	Ψ+,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00				
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00				
Week: 10/29/12	11/04/12	-TWTF	2	\$400,00				
N 9 WISN 10/02/				3-4p	:30	NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week	Rate				
Week: 10/08/12	10/07/12	-TWTF	2 2	\$500.00 \$500.00				
Week: 10/15/12	10/21/12	-TWTF	2	\$500,00				
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00				
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00				
N 10 WISN 10/02/		·		4P-5P	:30	A I A A	4	
Start Date	End Date	Weekdays	Spots/Week	Rate	:30	NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00				
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00				
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00				
N 11 WISN 10/02/	11/02/1	2 News M-F	5p	5-530pm	:30	NM	1 14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			i	
Week; 10/01/12	10/07/12	-TWTF	2	\$1,000.00			İ	
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	3	\$1,000.00				
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	3 3	\$1,000.00				
				\$1,000.00			4	
N 12 WISN 10/02/ Start Date	12 11/02/1 End Date	2 News M-F Weekdays	5a Spots/Week	5-6A	:30	NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	<u>Spois/vveek</u> 2	<u>Rate</u> \$350.00				
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00				
			-	+ · - +			i .	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate# DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

						Cnoto/				
*Line Ch Start		Date Descript	ion	Start/End Time	Days	Spots/ Length Week	Rate	Туре	Spots	Amount
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>				<u> </u>		· wilden
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$350.00						
	11/04/12	-TWTF	4	\$350.00						
N 13 WISN 10/02			' _	6-630pm		:30		NM	14	\$16,800.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> - TWTF	Spots/Week	Rate						1.0,000.00
Week: 10/08/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3 3	\$1,200.00				Ī		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00 \$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
N 14 WISN 10/02	/12 11/02/									
Start Date	End Date	Weekdays	Spots/Week	6-7A		:30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
N 15 WISN 10/02	/12 11/02/	12 Entertainm	nent Tonight	630p-7pm		:30	·	10.4		
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00				i		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
N 16 WISN 10/02		12 Good Morr	ning America	7-9a		:30		NM	21	#11 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				14141	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	4	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
		-TWTF	5	\$1,000.00						
N 17 WISN 10/02/				9-10am		:30		NM	14	\$6,300.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						44,000.00
Week: 10/08/12	10/14/12	-TWTF	2 2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00 \$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00 \$450.00						
N 18 WISN 10/26/										
Start Date	End Date	Weekdays	Spots/Week	Fri 9-10p		:30		NM	1	\$3,000.00
Week: 10/22/12	10/28/12	1 - -	<u>opots/veek</u> 1	<u>Rate</u> \$3,000.00						
N 19 WISN 10/08/	12 11/05/1	2 Dancino	· ·							
Start Date	End Date	Weekdays	Spots/Week	Prime Other Rate		:30		NM	5	\$25,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00				1		
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
								1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 939457 /	Alt Order # 06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount							Spots/				
Start Date	*Line Ch Start I	Date End D	ate Descriptio	n	Start/End Time	Days		Rate	Type S	Spots	Amount
Start Date Find Pate Week days SpotsWeek Spo			Weekdays	Spots/Week	<u>Rate</u>					<u> </u>	
See See							:30		NM	2	\$8,000.00
Meek 10/28/12 11/04/12 1. 1 43,000.00 10/05/12 11/04/12 1. 1 10/07/12 11/04/12 1. 1 10/07/12 11/04/12 1. 1 1 1 10/07/12 11/04/12 1. 1 1 1 1 1 1 1 1			Weekdays								
N 21 WISN 100812 110312 Late NewS Sa 10pm 10-1035p Rate Week 100141 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			1	•					- 1		
Start Date End Date Weekdays SpotsWeek SpotsWeek Week: 100/01/2 101/41/2 1 1 \$6,00.00					· · · · · · · · · · · · · · · · · · ·						
Week: 1001/1/2 1007/1/2 1 1 5600.00 Week: 101/6/12 1012/1/2 1 1 5600.00 Week: 101/6/12 1012/1/2 1 1 5600.00 Week: 101/6/12 1012/1/2 1104/12 1 1 5600.00 N 22 WISN 101/3/12 1013/12 2013/12 2016ge Football Game #2 230,6p 330 NM 1 \$6,500.00 N 22 WISN 101/3/12 1013					_'		:30		NM	5	\$3,000.00
Week: 1076/12 1074/12 1 1 \$600.00				1							
Week: 10/22/12 10/28/12 1	Week: 10/08/12	10/14/12	1-	1							
N 22 WISN 101/31/2		10/21/12	1-	1	\$600.00				l		
N 22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekadays Spots/Week 10/14/21 1 1 5500.00		—	1-	1	\$600.00				ļ		
Start Date End Date Weekdays Weekdays SpotsWeek S6,500.00 N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p G-630pm :30 NM 5 \$2,500.00 Start Date End Date Weekdays SpotsWeek Rate S6,500.00 Section Week: 10/29/12	11/04/12	1-	1	\$600.00							
N 23 WISN 10/08/12 11/103/12 News Sa 6p-630p Spots/Week Spots/			2 College Foo	otball Game #2	230p-6p		:30		NM	1	\$6.500.00
N 23 WISN 10/06/12											+0,000.00
Start Date End Date Weekdays Spots/Week State Spots/Week State Spots/Week State Spots/Week State Spots/Week S		******	···		\$6,500.00						
Week: 10/15/12 10/14/12 11/15/12 11/				•	•		:30		NM	5	\$2,500.00
Week: 10/08/12				Spots/Week					1		
Week: 101/51/2 101/21/12 1 1 \$500.00 Week: 101/21/12 101/21/12 1 1 \$500.00 N 24 WISN 101/31/2 11/03/12 Sa 458-6a Weekdays Spots/Week Rate S200.00 Week: 101/61/2 101/41/2 1 1 \$200.00 Week: 101/61/2 101/41/2 1 1 \$200.00 Week: 101/61/2 101/21/2 1 1 \$200.00 Week: 101/61/2 101/21/2 1 1 \$200.00 Week: 101/61/2 101/61/2 1 1 \$200.00 N 25 WISN 101/661/2 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00 Start Date End Date Weekdays Spots/Week Rate S700.00 Week: 101/61/2 101/61/2 1 1 \$700.00 Week: 101/61/2 101/61/2 1 1 \$600.00 Week: 101/61/2 101/61/2 -			-	1							
Week: 10/22/12 10/28/121 1 \$500.00				1					r		
N 24 WISN 10/13/12 11/03/12 Sa 458-6a 456-6AM .30 NM 4 \$800.00			_	1							
N 24 WISN 10/13/12 11/03/12 Sa 458-6a Miso	Week: 10/29/12		1-	1	*						
Start Date End Date Weekdays Spots/Week Rate S200.00	N 24 WISN 10/13/	12 11/03/1	2 Sa 458-6a				.20				
Week: 10/08/12 10/14/121 1 \$200.00				Spots/Week			.30		NIN	4	\$800.00
Week: 10/22/12 10/28/12 1 1 \$200.00 N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00 Week: 10/01/12 10/07/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00 Week: 10/01/12 10/07/12 10/07/12 1 1 \$700.00 Week: 10/08/12 10/14/12 1 1 \$700.00 Week: 10/22/12 10/28/12 1 1 \$700.00 Week: 10/29/12 11/04/12 1 1 \$700.00 Week: 10/09/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 Week: 10/00/12 10/07/12 1 1 \$600.00 Week: 10/08/12 10/14/12 1 1 \$600.00 Week: 10/08/12 10/14/12 1 1 \$600.00 Week: 10/22/12 10/28/12 1 1 \$600.00 Week: 10/29/12 11/04/12 Sat 630-7p 630p-7p :30 NM 2 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$500.00	Week: 10/08/12	10/14/12		1							
Week: 10/29/12			1-	1	\$200.00						
N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm 3:30 NM 5 \$3,500.00 N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm 8:30 NM 5 \$3,500.00 N 26 WISN 10/08/12 10/14/121 1 \$700.00 Week: 10/15/12 10/14/12 10/12/12 11/04/121 1 \$700.00 Week: 10/29/12 11/04/12 11/04/121 1 \$700.00 Week: 10/29/12 11/04/12 11/04/121 1 \$700.00 N 26 WISN 10/06/12 11/03/12 Sat GMA				1	\$200.00						
Start Date End Date Weekdays Spots/Week Rate S700.00			1-	1	\$200.00						
Week				-630p	6-630pm		:30		NM	5	\$3,500,00
Week: 10/08/12 10/14/12 1 1 \$700.00 Week: 10/15/12 10/28/12 1 1 \$700.00 Week: 10/22/12 10/28/12 1 1 \$700.00 Week: 10/22/12 11/04/12 1 1 \$700.00 Week: 10/29/12 11/04/12 1 1 \$700.00 N 26 Wish 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 Week: 10/01/12 10/07/12 1 1 \$600.00 Week: 10/08/12 10/14/12 1 1 \$600.00 Week: 10/08/12 10/21/12 1 1 \$600.00 Week: 10/22/12 10/28/12 1 1 \$600.00 Week: 10/29/12 11/04/12 1 1 \$600.00 Week: 10/29/12 11/04/12 1 1 \$600.00 Week: 10/15/12 10/21/12 Sat 630-7p 630p-7p :30 NM 2 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$500.00 Week: 10/22/12 10/28/12 1 1 \$500.00 Week: 10/22/12 10/28/12 1 1 \$500.00 Week: 10/29/12 11/04/12 1 1 \$500.00 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$2,000.00				Spots/Week						_	10,000.00
Week: 10/15/12 10/21/12 1- 1 \$700.00 Week: 10/22/12 10/28/12 1- 1 \$700.00 N 26 WISN 10/06/12 11/04/12 1- 1 \$700.00 N 26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 Start Date Week: 10/07/12 End Date 10/07/12 Weekdays 21- 1 \$600.00 NM 5 \$3,000.00 Week: 10/15/12 10/21/12 10/21/12 10/14/121- 1 \$600.00 NM 5 \$3,000.00 Week: 10/15/12 10/22/12 10/28/121- 1 \$600.00 NM 2 \$1,000.00 N 27 WISN 10/20/12 11/03/12 SA 630-7p Start Date Weekdays Week: 10/15/12 10/21/12 10/21/121- Spots/Week Rate S00.00 NM 2 \$1,000.00 Week: 10/15/12 10/22/12 10/28/121- 1 \$500.00 NM 2 \$1,000.00 Week: 10/29/12 11/04/121- 1 \$500.00 NM 2 \$2,000.00 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$2,000.00				1							
Week: 10/22/12 10/28/12 1- 1 \$700.00 N 26 WISN 10/06/12 11/03/12 Sat GMA 6-7a :30 NM 5 \$3,000.00 Start Date Week: 10/01/12 End Date 10/07/12 Weekdays Spots/Week Rate 10/00/12 Rate 5600.00 NM 5 \$3,000.00 Week: 10/08/12 10/14/12 1- 1 \$600.00 NM 5 \$3,000.00 Week: 10/15/12 10/14/12 1- 1 \$600.00 NM 5 \$3,000.00 Week: 10/15/12 10/14/12 1- 1 \$600.00 NM 5 \$3,000.00 News: 10/29/12 11/04/12 1- 1 \$600.00 NM 2 \$1,000.00 N 27 WISN 10/12/12 11/04/12 1- 1 \$600.00 NM 2 \$1,000.00 Week: 10/15/12 10/21/12 1- 1 \$500.00 NM 2 \$1,000.00 Week: 10/15/12 10/21/12 1- 1 \$500.00 NM 2 \$2,000.00 Week: 10/12/12 11/04/12 1- 1				1							
Week: 10/29/12				1							
N 26 WISN 10/06/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week \$600.00 Week: 10/08/12 10/14/121				1							
Start Date End Date Weekdays Spots/Week Rate S600.00			······································								
Week: 10/01/12 10/07/12 1- 1 \$600.00 Week: 10/08/12 10/14/12 1- 1 \$600.00 Week: 10/15/12 10/21/12 1- 1 \$600.00 Week: 10/22/12 10/28/12 1- 1 \$600.00 N 27 WISN 10/20/12 11/03/12 SA 630-7p 630p-7p :30 NM 2 \$1,000.00 Start Date Week: 10/15/12 End Date Weekdays Spots/Week Rate Spots/Week Rate Neek: 10/21/12 10/21/12 1- 1 \$500.00 Week: 10/22/12 10/28/12 1- 1 \$500.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$2,000.00				SnotsAMeek			:30		NM.	5	\$3,000.00
Week: 10/08/12 10/14/12 1- 1 \$600.00 Week: 10/15/12 10/21/12 1- 1 \$600.00 Week: 10/22/12 10/28/12 1- 1 \$600.00 N 27 WISN 10/29/12 11/03/12 SA 630-7p 630p-7p :30 NM 2 \$1,000.00 Start Date Week: 10/15/12 End Date Weekdays Spots/Week Rate Week: 10/21/12 NM 2 \$1,000.00 Week: 10/22/12 10/28/12 1- 1 \$500.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$2,000.00				1							
Week: 10/22/12 10/28/12 1- 1 \$600.00 Week: 10/29/12 11/04/12 1- 1 \$600.00 N 27 WISN 10/20/12 11/03/12 SA 630-7p 630p-7p :30 NM 2 \$1,000.00 Start Date Week: 10/15/12 End Date Weekdays Spots/Week Rate Rate NM 2 \$1,000.00 Week: 10/22/12 10/28/12 1- 1 \$500.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$2,000.00	Week: 10/08/12	10/14/12	1-	1							
Week: 10/22/12 10/28/12 11/04/121- 1 \$600.00 Week: 10/29/12 11/04/121- 1 \$600.00 N 27 WISN 10/20/12 11/03/12 SA 630-7p Start Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/121- 1 \$500.00 Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/121- 1 \$500.00 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$1,000.00 NM 2 \$2,000.00	Week: 10/15/12	10/21/12	1-	1	\$600.00						
N 27 WISN 10/20/12 11/03/12 SA 630-7p 630p-7p :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate			1 -	1							
Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1- 1 \$500.00 Week: 10/22/12 10/28/12 1- 0 \$0.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$2,000.00	Week: 10/29/12	11/04/12	1-	1	\$600.00						
Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1- 1 \$500.00 Week: 10/22/12 10/28/12 1- 0 \$0.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$2,000.00			2 SA 630-7p		630p-7p		:30		NM	2	\$1,000,00
Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 1- 1 \$500.00 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$2,000.00				Spots/Week	<u>Rate</u>					-	\$1,000.00
Week: 10/29/12 11/04/121- 1 \$500.00 N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$2,000.00				•							
N 28 WISN 10/13/12 10/27/12 Sat 630-7p 630-7p :30 NM 2 \$2,000.00											
7111 2 92,000,00				1							
State Date veekdays Spots/vveek Rate				C1-04/			:30		NM	2	\$2,000.00
•	Statt Date	LITE Date	vveekuays	opors/vveek	<u>Kate</u>				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



N 36 WISN 10/21/12 10/21/12 Once

Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

*I ! O!	, , , , , , , , , , , , , , , , , , ,					Spots/				
*Line Ch Start		·····		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u>						
Week: 10/15/12	10/14/12		Ó	\$1,000.00 \$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
N 29 WISN 10/06	3/12 10/20/	12 ABC Prime	e College Footbal			:30		NM	3	63 000 00
Start Date		<u>Weekdays</u>	Spots/Week	Rate		.00		14141	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00	·					
N 30 WISN 10/13				7-9am		:30		NM	4	\$1,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$450.00				1		
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
N 31 WISN 10/07	7/12 11/04/	12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					·	40,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$1,600.00				ļ		
Week: 10/22/12	10/21/12	1	1	\$1,600.00 \$1.600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
N 32 WISN 10/14			SU 1030PM			.00				
Start Date	End Date	Weekdays	Spots/Week	1030p-11p Rate		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	 1	1	\$950.00						
Week: 10/15/12	10/21/12	 1	1	\$950.00						
Week: 10/22/12	10/28/12	<u>-</u> -1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
N 33 WISN 10/14				458-6AM		:30		NM	4	\$800.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/14/12	<u>-</u>	1	\$200.00 \$200.00						
Week: 10/13/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
N 34 WISN 10/07	/12 11/04/	12 News Sun	530pm	530-6p		:30		NM	5	¢2 500 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IVIVI	5	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	 1	1	\$500.00				ŀ		
Week: 10/15/12	10/21/12	1	1	\$500.00				ı		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$500.00						
			1	\$500.00						
N 35 WISN 10/07 Start Date	/12 11/04/ <i>*</i> End Date		Chatalla al-	6-7a		:30		MM	5	\$2,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$400.00				i		
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00				l		
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
NI OC MICH 40/04	40/04/4			2						

(* Line Transactions: N = New, E = Edited, D = Deleted)

:30

NM

\$2,500.00

Sun 7-8p

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

\$350.00

N 47 WISN 11/06/12 11/06/12 General Hospital

	Contract / Revision	Alt Order #	
	939457 /	06262067	
Contract Dates	Product	Estimate #	ī
10/02/12 - 11/06/12	DSCC-IE	15 33	

Advertiser	Original Date / Revision
Democratic Senatorial Ca	08/03/12 / 08/13/12

*Line Ch Start	Date End D	ata Descriptio	nn	Start/End Time	Dava	Spots/	Deta	Tuna	'nnt-	Δ
					Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$2,500.00						
N 37 WISN 10/07		12 News Sun	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				1		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$400.00				ŀ		
Week: 10/22/12 Week: 10/29/12	11/04/12	1 1	1	\$400.00						
				\$400.00						
N 38 WISN 10/14			With George Ste	·		:30		NM	2	\$2,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12		Ó	\$0.00						
Week: 10/12/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	- 1	1	\$1,000.00						
N 39 WISN 10/09	-			·					_	
Start Date	End Date	12 DanceResi Weekdays	Spots/Week	Tue 7-8p		:30		NM	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	<u>Spois/vveek</u> 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12		o O	\$0.00				1		
Week: 10/22/12	10/28/12	-1	1	\$5,000.00				1		
N 40 WISN 10/02	/12 10/09/1	12 HappyEnd		Tue 8-9p		:30		NM	2	FE 000 00
Start Date	End Date	Weekdavs	Spots/Week	Rate		.50		INIVI	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02	/12 10/30/1	12 PrivatePra	ctice	Tue 9-10p		:30		NM	3	\$6,600.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1 4 1 4 1	3	\$0,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week; 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00				ı		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16	/12 10/30/1	i2 HappyEnd		Tue 8-9p		:30		NM	3	\$9,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
Week: 10/22/12	10/28/12	-1	1	\$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00						
N 43 WISN 10/27/		12 College Fo	otball Game #2	230p-6p		:30		NM	1	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
N 44 WISN 11/03				•		:30		NM	2	\$2,600.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				l		
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
N 45 WISN 10/28				9-930A		:30		NM	2	\$450.00
Start Date	End Date 10/28/12	Weekdays	Spots/Week	Rate						
Week: 10/22/12		 2	2	\$225.00						
N 46 WISN 10/22				2-3pm/1-2p		:30		NM	1	\$350.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$350.00				i		
PYCCK, TUZZITZ	10120112			φ350.00						

:30

2-3pm/1-2p

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearsl lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

08/03/12 / 08/13/12



*Line Ch Start Date End Date Description

Start Date Week: 11/05/12

End Date

11/11/12

Weekdays

-1----

Spots/Week

	Contract / Revision	Alt Order#
	939457 /	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser	O	iginal Date / Revision

		Spots/				
Start/End Time	Days	Length Week	Rate	Type Sp	oots	Amount
<u>Rate</u> \$350.00						
10-1030p Rate \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00	.,,	:30		NM	4	\$6,400.00
10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00		:30		NM	4	\$2,000.00

Democratic Senatorial Ca

110011. 11100112			·	4000.00				
N 48 WISN 10/15				10-1030p	:30	NM	4	\$6,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1 1	\$1,600.00 \$1,600.00				
Week: 10/29/12	11/04/12	1	1	\$1,600.00				
Week: 11/05/12	11/11/12	1	1	\$1,600.00		i		
N 49 WISN 10/15		12 The View	<u> </u>	10-11am	:30	NM	4	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.30	1 1111	4	Ψ2,000.00
Week: 10/15/12	10/21/12	1	1	\$500.00				
Week: 10/22/12	10/28/12	1	1	\$500.00				
Week: 10/29/12	11/04/12	1	1	\$500.00				
Week: 11/05/12	11/11/12	1	1	\$500.00				
N 50 WISN 11/06			`	10-11am	:30	NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00				
	11/11/12							
N 51 WISN 10/15			ON COOPER Spots/Week	M-F 11A-12P	:30	MM	4	\$900.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spois/vveek 1	<u>Rate</u> \$225.00				
Week: 10/22/12	10/28/12	1	1	\$225.00		l		
Week: 10/29/12	11/04/12	1	1	\$225.00				
Week: 11/05/12	11/11/12	1	1	\$225.00				
N 52 WISN 10/29	/12 11/05/1	12 3-4p		3-4p	:30	MM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				
Week: 10/29/12	11/04/12	1	1	\$500.00				
Week: 11/05/12	11/11/12	1	1	\$500.00				
N 53 WISN 11/06			On also Miles also	3-4p	:30	NM	1	\$500.00
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays	Spots/Week 1	<u>Rate</u> \$500.00				
N 54 WISN 10/29				4P-5P	:30	NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate	.50	14141	2	\$1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00		•		
Week: 11/05/12	11/11/12	1	1	\$600.00				
N 55 WISN 10/15	/12 11/05/1	12 News M-F	5p	5-530pm	:30	NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				
Week: 10/15/12	10/21/12	1	1	\$1,000.00				
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,000.00 \$1,000.00				
Week: 11/05/12	11/11/12	1	1	\$1,000.00				
N 56 WISN 10/15			50	5-6A	:30	NM	4	64 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate	.30	INIVI	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00				
Week: 10/22/12	10/28/12	1	1	\$350.00		=.		
Week: 10/29/12	11/04/12	1	1	\$350.00				
Week: 11/05/12	11/11/12	1	1	\$350.00				
N 57 WISN 10/08			•	6-630pm	:30	NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				
Week: 10/08/12	10/14/12	1	1	\$1,200.00		l		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

08/03/12

/ 08/13/12



	Contract / Revision 939457 /	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533	
Advertiser	Or	iginal Date / Revision	

*Line Ch Start	Date End [Date Descript	ion	Start/End Time	Days	Spots/ Length Week	Rate	Type	Spoto	Annount
Start Date	End Date	Weekdavs	Spots/Week	Rate	Days	congui vicek	Nate	туре	Spois	Amount
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
N 58 WISN 10/15	5/12 11/05/	12 News M-F	- 6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		,,,,,,	7	Ψ4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	11	\$1,000.00				1		
N 59 WISN 11/06		12 News M-F	6a	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	Ψ1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
N 60 WISN 10/22		12 Entertainr	nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	Ψ2,000.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00				l		
Week: 11/05/12	11/11/12	1	1	\$850.00				l		
N 61 WISN 10/08		12 Good Mor	ning America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					·	40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00				l		
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 62 WISN 11/06	/12 11/06/	12 Good Mor	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				*****	•	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
N 63 WISN 10/15	/12 11/05/ ⁻	12 LIVE WIT	H KELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1 4141	7	φ1,000.00
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
						Totala			250	6224 650 00
						Totals	5		350	\$321,650.00

Democratic Senatorial Ca

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 249 \$231,950.00 \$197,157.50 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 350 \$321,650.00 \$273,402.50

Signature: Date:	
------------------	--

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

TERMS AND STANOARD CONDITIONS FOR PURCHASE OF BROADCAST AOVERTISING

The person, firm or other business entify ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liabilify shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROACCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXEO RATE PURCHASES

Notwith standing the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL OAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exe	ercise normal precautions in handling of	f property and mail, but assumes no liability f	or loss or damage to program or commercia
materials and other property turnished by the Agency in	connection with broadcasts hereunder.	The Station will not accept or process mail,	correspondence, or telephone calls in
connection with broadcasts except after its prior approva	<u>ا</u> ا		

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

R

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 1 1 **Product** DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Campaign Committee 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Account Executive Station Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Spots/

							Spois/				
	*Line Ch Starti	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
	1 WISN 10/02/	/12 11/02/	12 General He	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
	Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
	Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
	Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
	Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
	2 WISN 10/02/	/12 11/02/1	12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
	Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
	Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
,	Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00				<u> </u>		
	3 WISN 10/02				10-11am		:30		NM	14	\$7,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				1		
	Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
	Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
	Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
	Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
	4 WISN 10/02/				1030p-11p		:30		NM	5	\$4,750.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
	Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
	Week: 10/08/12	10/14/12	-TWTF	1	\$950.00				- 1		
	Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
	Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
	Week: 10/29/12	11/04/12	-TWTF	1	\$950.00	· · · · · · · · · · · · · · · · · · ·					
	5 WISN 10/02/		•		11p-1130p		:30		NM	8	\$6,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
	Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
	Week: 10/08/12	10/14/12	-TWTF	7	\$750.00				l		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revision	Alt Order #	
	939457 / 1	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

Start Date	*Line Ch Star	t Date End D	Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	pots	Amount
Week: 10/28/12 10/28/12 -TWTF-				<u>Spots/Week</u>							
Week: 10/20/12											
S					•						
Slart Date End Date Weekdays Sols/Week Rate											
Week: 10/01/12 10/07/12 -ThTFF- 2 \$225.00 Week: 10/15/12 10/02/12 -ThTF- 3 \$225.00 Week: 10/15/12 10/02/12 -ThTF- 3 \$225.00 Week: 10/15/12 10/02/12 -ThTF- 4 \$225.00 Week: 10/02/12 11/02/12 -ThTF- 4 \$225.00 7 WISN 10/09/12 11/02/12 THE CHEW \$25.00 7 WISN 10/09/12 11/02/12 THE CHEW \$200.00 Start Date Good Read Start Date						:30		NM	14	\$3,150.00	
Week: 1008/12 101/412 -TWTF 2 \$225.00	Meek: 10/01/12										
Week: 101/51/2 101/21/2 -TNTF- 3 \$225.00									1		
Week: 10/22/12 10/28/12 -TMTF 3 \$225.00					•						
Week: 10/29/12											
Start Date End Date Weekdays Sols Week Rate Week: 10/16/12 10/14/12 -TWTF 2 \$300.00											
Start Date End Date Weekdays Spots/Week Rate Week: 10/05/12 10/21/12 -TWTF 2 \$300.00	7 WISN 10/0	9/12 11/02/	12 THE CHEV	N	12P-1P		:30		NM	8	\$2,400.00
Week: 10/15/12		End Date	<u>Weekdays</u>	Spots/Week							,_,,,,,,,,,
Week: 10/22/12 10/28/12 -TWTF 2 \$300.00	Week: 10/08/12			2	\$300.00						
Week: 10/29/12											
8 WISN 10/02/12 11/02/12 KATIE COURIC M-F2-3P :30 NM 10 \$4,000.00 Start Date End Date Weekidays Spots/Week Rate					·						
Start Date	Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
Week: 10/03/12	8 WISN 10/0	2/12 11/02/	12 KATIE CO		M-F 2-3P		:30		NM	10	\$4,000.00
Week: 10/08/12	•										
Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p 3-4p 30 NM Start Date End Date Weekidays SpotsWeek Rate Week: 10/16/12 10/14/12 -TWTF 2 \$500.00 Week: 10/16/12 10/14/12 -TWTF 2 \$500.00 Week: 10/16/12 10/24/12 -TWTF 2 \$500.00 Week: 10/29/12 11/024/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/08/12 11/024/12 -TWTF 2 \$600.00 Week: 10/29/12 11/024/12 -TWTF 2 \$600.00 Week: 10/29/12 11/024/12 -TWTF 2 \$600.00 Week: 10/29/12 11/024/12 -TWTF 2 \$600.00 Week: 10/08/12 11/024/12 -TWTF 2 \$600.00 Week: 10/08/12 11/024/12 -TWTF 3 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/028/12 -TWTF 3 \$1,000.00 Week: 10/08/12 11/024/12 -TWTF 3 \$1,000.00 Week: 10/08/12 11/028/12 -TWTF 3 \$1,000.00 Week: 10/08/12 11/08/12 -TWTF 3 \$1,000.00 Week: 10/08/12 11/08/12 -TWTF 3 \$1,000.00 Week: 10/08/12 11/08/12 -TWTF-											
Week: 10/22/12					· ·				l l		
Week: 10/29/12 11/02/12 3-4p											
9 WISN 10/02/12 11/02/12 3-4p					* * * * * * * * * * * * * * * * * * * *						
Start Date End Date Weekdays Spots/Week Rate S500.00				<u> </u>			.30		NINA	40	\$5,000,00
Week: 10/03/12 10/07/12 -TWTF 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/21/12 -TWTF 2 \$500.00 Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00 10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date End Date Week days Spots/Week Rate Se00.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Week: 10/07/12 11/04/12 -TWTF 2 \$600.00 Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Start Date Start Date In/04/12 -TWTF 3 \$1,000.00 Week: 10/08/12 10/21/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 Week: 10/09/12 11/04/12 -TWTF 3 \$1,000.00 W				SnotsMeek	_		.30		INIVI	10	\$5,000.00
Week: 10/08/12 10/14/12 -TWTF 2 \$500.00 Week: 10/15/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00 10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date		10/07/12	***************************************								
Week: 10/22/12 10/28/12 -TWTF 2 \$500.00 Week: 10/29/12 11/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date Meek: 10/01/12 10/07/12 - TWTF 2 \$600.00 Rate Meek: 10/08/12 10/14/12 - TWTF 2 \$600.00 Week: 10/08/12 10/14/12 - TWTF 2 \$600.00 \$6,000.00 Week: 10/15/12 10/21/12 - TWTF 2 \$600.00 Week: 10/29/12 11/04/12 - TWTF 2 \$600.00 Week: 10/29/12 11/04/12 - TWTF 2 \$600.00 1 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Week: 10/01/12 10/07/12 10/07/12 10/07/12 10/07/12 - TWTF 2 \$1,000.00 *** *** Week: 10/08/12 10/14/12 - TWTF 3 \$1,000.00 *** *** Week: 10/15/12 10/28/12 - TWTF 3 \$1,000.00 *** Week: 10/15/12 10/07/12 11/05/12 - TWTF 3 \$1,000.00 *** Week: 10/15/12 1	Week: 10/08/12		-TWTF								
Week: 10/29/12	Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
10 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30	Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Start Date Week: 10/01/12 10/07/12 -TWTF 2 \$600.00	Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
Start Date Week: 10/01/12 10/07/12 10/07/12 10/07/12 10/07/12 10/14/14 10/14/14 10/14/14 10/14/14 10/14/14 10/14/14 10/14/14 10/14/14 10/14/14 1	10 WISN 10/0	2/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Week: 10/08/12 10/14/12 -TWTF 2 \$600.00 Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 Start Date End Date Weekdays Spots/Week Rate Neek: 10/01/12 Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Meek: 10/01/12 Week: 10/07/12			<u>Weekdays</u>	Spots/Week	<u>Rate</u>						. ,
Week: 10/15/12 10/21/12 -TWTF 2 \$600.00 Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date Weekdays End Date 10/07/12 Weekdays Spots/Week News News News News News News News News									1		
Week: 10/22/12 10/28/12 -TWTF 2 \$600.00 Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date Week: 10/01/12 End Date Date News M-F 5p Spots/Week Rate Start Date News M-F 5p \$1,000.00 NM 14 \$14,000.00 Week: 10/08/12 10/07/12 -TWTF 2 \$1,000.00 NM 15 \$5,250.00 Week: 10/29/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date News M-F Date Date News M-F 5a Spots/Week News News News News News News News News											
Week: 10/29/12 11/04/12 -TWTF 2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 - TWTF 2 \$1,000.00 Week: 10/15/12 10/12/12 - TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 - TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Weekdays Weekdays Spots/Week Rate Week: 10/01/12 End Date Weekdays Spots/Week Rate Week: 10/07/12 -TWTF 2 \$350.00											
11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM 14 \$14,000.00 Start Date					•						
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 End Date 10/07/12 Weekdays -TWTF Spots/Week 											
Week: 10/01/12 10/07/12 -TWTF 2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/29/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 End Date Unit TF Weekdays Spots/Week S				•	' _ .		:30		NM	14	\$14,000.00
Week: 10/08/12 10/14/12 -TWTF 3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 End Date 10/07/12 Weekdays Spots/Week 3550.00 Rate 3550.00 \$350.00									1		
Week: 10/15/12 10/21/12 -TWTF 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 End Date Under TWTF Weekdays Spots/Week Spots/W					·				i		
Week: 10/22/12 10/28/12 -TWTF 3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 End Date TWTF Weekdays Spots/Week											
Week: 10/29/12 11/04/12 -TWTF 3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date Week: 10/01/12 End Date TWTF Weekdays Spots/Week Rate Spots/Week Rate Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Rate Spots/Week Spots											
12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$350.00											
<u>Start Date </u>	12 WISN 10/0		12 News M-F	5a	· · · · · · · · · · · · · · · · · · ·		:30		NM	15	\$5,250.00
Week: 10/01/12 10/07/12 -TWTF 2 \$350.00							-				,200,00
Week: 10/08/12	Week: 10/01/12	10/07/12	-TWTF								
	Week: 10/08/12	10/14/12	-TWTF	3	\$350.00				I		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 06262067 / 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWT F	3	\$350.00						
	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02			•	6-630pm		:30		NM	14	\$16,800.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$1,200.00				1		
Week: 10/08/12	10/11/12	-TWTF	3	\$1,200.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02			62	6-7A		:30		NM	15	\$4E 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	10	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				i		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/	12 Entertainn	nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate						4.5,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	/12 11/02/ ⁻	12 Good Mor	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5 5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	<u>-</u>	\$1,000.00						
17 WISN 10/02				9-10am		:30		NM	14	\$6,300.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 2	\$450.00 \$450.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$450.00 \$450.00				1		
Week: 10/13/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>				'''''	•	40,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08		-		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00				ŀ		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067 / 1 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 **Democratic Senatorial Ca**

*Line Ch Start Date End Date Description	Ctout/End Time	Spots/	T 0 .	
	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	Rate Start/End Time	Weekdays Length Rate		
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	<u>Weekdays</u> <u>Length</u> <u>Rate</u> M- :30 \$5,000,00	<u>Type</u> <i>NM</i>	
See MG 19.6	i nine Other	1930 \$3;000.00	IVIVI	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M::30 \$5,000.00	NM	
⊕ MG for 19.3 10/22		40,000.00	14141	
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
N 20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate			Ψ-1,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u> Type</u>	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M:30 \$4,000.00	NM	
Credited Week: 10/29/12 11/04/12 1 1	£ 4 000 00			
	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00		i	
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	PC 500 00
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 1	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
Start Date	Rate	,		Ψ2,500.00
Week: 10/01/12 10/07/121- 1	\$500.00			
Week: 10/08/12 10/14/121 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12	\$500.00			
	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	Rate			
Week: 10/15/12 10/21/121- 1	\$200.00 \$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week; 10/29/12 11/04/121- 1	\$200.00			
the state of the s		-20		
Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30	NM 5	\$3,500.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate			40,000.00
Week: 10/01/12	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00		1	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stallon the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/22/12

10/28/12

	Contract / Revision	Alt Order #	
	939457 / 1	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

				L			<u>l</u>			
						Spots/				
*Line Ch Start	Date End D	Date Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	11	\$600.00						
27 WISN 10/20				630p-7p		:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 10/15/12	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	T-	1 0	\$500.00						
Week: 10/29/12	11/04/12	1-	1	\$0.00 \$500.00						
28 WISN 10/13			I			-00		2324	_	
Start Date	End Date	Weekdays	Spots/Week	630-7p Rate		:30		MM	2	\$2,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06	3/12 10/20/	12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						70,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12		2	\$1,000.00						
30 WISN 10/13				7-9am		:30		NM	4	\$1,800.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/15/12	10/14/12	1-	1	\$450.00 \$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07	/12 11/04/	12 Late News	10nm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1 1171	J	40,000.00
Week: 10/01/12	10/07/12	1	1	\$1,60 <u>0.00</u>				i		
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$950.00						
Week: 10/15/12	10/14/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00				1		
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14	/12 11/04/	12 Su 458-6a	, , , , , , , , , , , , , , , , , , ,	458-6AM	4.4	:30		MM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14.71	4	\$000.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07				530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1 1	1	\$500.00						
Week: 10/05/12	10/14/12	1 1	1	\$500.00 \$500.00						
7406K. 10/10/12	10/21/12		ı	φυ υυ.υυ						

\$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

otherwise, on contracts, insertion orders, copy instructions or any correspondence when such continuous that the above terms and continuous, the above terms a

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spo	ts/			
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Wee		Type 9	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				I		
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07				6-7a		:30		NM	5	\$2,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-	1	\$400.00						
Week: 10/15/12	10/14/12	1 1	1	\$400.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00 \$400.00						
36 WISN 10/21										
Start Date	End Date	Weekdays	Spots/Week	Sun 7-8p Rate		:30		NM	1	\$2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500,00						
37 WISN 10/07	/12 11/04/1	l2 News Sun 7	-9a	7-9am		:30		NM	-	#O 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	<u>1</u>	1	\$400.00						
38 WISN 10/14/			With George Ste	ep930-1030am		:30		ΝM	2	\$2,000.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/14/12 10/21/12	1	1	\$1,000.00				İ		
Week: 10/13/12 Week: 10/22/12	10/21/12		0 0	\$0.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$0.00 \$1,000.00						
39 WISN 10/09/			<u> </u>							
Start Date	End Date	2 DanceResul <u>Weekdays</u>	ts Spots/Week	Tue 7-8p		:30		NM	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	<u> </u>	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/	12 10/09/1	2 HappyEnd		Tue 8-9p		:30		NM	2	\$E 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		IAIAI	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02/		 PrivatePract 	ice	Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	Ψ 11 1 00.00
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-1	0	\$0.00						
	te Range	Description	1	\$2,200.00	141 1 1					
		12 PrivatePrac	tico	Start/End Time Tue 9-10p	Weekday	·	Rate	<u>Type</u>		
Credited	10/12 10/21/	12) iivatei iae.	1100	rue 9-10p	-1u	:30	\$ 2,200.00	NM		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00				Ī		
N 42 WISN 10/16/	12 10/30/1	2 HappyEnd		Tue 8-9p		:30		A I K J	•	80.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	2	\$6,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
	<u>te Range</u>	<u>Description</u>		Start/End Time	Weekday	<u>/s Length</u>	<u>Rate</u>	Туре		
	15/12-10/21/	12 HappyEnd		Tue 8-9p	-Tu	:30	\$3,00 <u>0.00</u>	NM		
Credited								1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate #

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Sp	ots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				<u>"</u>
Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	\$3,000.00				
	\$3,000.00				
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week	230p-6p Rate	:30	NM	1	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030p	:30	NM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week	Rate			-	Ψ2,000.00
Week: 10/29/12 11/04/122- 2	\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A_	:30	NM	2	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 2 2	<u>Rate</u> \$225.00		Ī		
46 WISN 10/22/12 10/22/12 General Hospital	***************************************	•20	NINA.	4	20.50.00
Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30	NM	1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00		•		
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM.	1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate				+000.00
Week: 11/05/12 11/11/12 -1 1	\$350.00				
48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week	10-1030p	:30	NM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00				
Week: 10/22/12 10/28/12 1 1	\$1,600.00				
Week: 10/29/12 11/04/12 1 1	\$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00				
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	Rate				
Week: 10/22/12 10/28/12 1 1	\$500.00 \$500.00				
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ť	7750.00
Week: 11/05/12 11/11/12 -1 1	\$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	4	\$900.00
<u>Start Date</u> End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$225.00				
Week: 10/22/12 10/28/12 1 1	\$225.00				
Week: 10/29/12 11/04/12 1 1	\$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Rate				
Week: 11/05/12 11/11/12 1 1	\$500.00 \$500.00				
53 WISN 11/06/12 11/06/12 3-4p		-20	6.18.a	4	# 500.00
Start Date End Date Weekdays Spots/Week	3-4p <u>Rate</u>	:30	NM	1	\$500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00				
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	:30	NM	2	\$1,200.00
Start Date End Date Weekdays Spots/Week	Rate			-	
Week: 10/29/12 11/04/12 1 1	\$600.00		I		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 / 1 06262067 Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

					Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays 1	<u>Spots/Week</u> 1	<u>Rate</u> \$600.00					"
55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm	:30		NM	4	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					,
Week: 10/15/12	10/21/12	1	1	\$1,000.00					
Week: 10/22/12	10/28/12	1	1	\$1,000.00					
Week: 10/29/12	11/04/12	1	1	\$1,000.00					
Week: 11/05/12	11/11/12		1	\$1,000.00					
56 WISN 10/15				5-6A	:30		NM	4	\$1,400.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1 	Spots/Week 1	<u>Rate</u> \$350.00					
Week: 10/22/12	10/28/12	1	1	\$350.00					
Week: 10/29/12	11/04/12	1	1	\$350.00					
Week: 11/05/12	11/11/12	1	1	\$350.00					
57 WISN 10/08	/12 11/05/	12 News M-F	6p	6-630pm	:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					,
Week: 10/08/12	10/14/12	1	1	\$1,200.00					
Week: 10/15/12	10/21/12	1	1	\$1,200.00			- 1		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,200.00					
Week: 11/05/12	11/11/12	1	1	\$1,200.00 \$1,200.00					
58 WISN 10/15			69	6-7A	:30		NM	4	00 000 02
Start Date	End Date	Weekdays	Spots/Week	Rate	.50		14141	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00			l		
Week: 10/22/12	10/28/12	1	1	\$1,000.00			- 1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00					
Week: 11/05/12	11/11/12	1	1	\$1,000.00					
59 WISN 11/06				6-7A	:30		NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate			l		
Week: 11/05/12	11/11/12	-1	1	\$1,000.00					
60 WISN 10/22			nent Tonight	630p-7pm	:30		NM	3	\$2,550.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$850.00					
Week: 10/29/12	11/04/12	1	1	\$850.00					
Week: 11/05/12	11/11/12	1	1	\$850.00					
61 WISN 10/08	/12 11/05/	12 Good Mor	ning America	7-9a	:30		NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					,
Week: 10/08/12	10/14/12	1	1	\$1,000.00			1		
Week: 10/15/12	10/21/12	1	1	\$1,000.00					
Week: 10/22/12	10/28/12	1	1	\$1,000.00					
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,000.00					
		10 0 111	•	\$1,000.00					
62 WISN 11/06 Start Date	/12 11/06/ End Date	12 Good Mor Weekdays	ning America Spots/Week	7-9a Rate	:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	<u>30013/VVEEK</u> 1	\$1,000.00					
63 WISN 10/15	/12 11/05/	12 LIVE WIT	H KELLY!	9-10am	:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					
Week: 10/15/12	10/21/12	1	1	\$450.00					
Week: 10/22/12	10/28/12	1	1	\$450.00			I		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

09/18/12 / 09/18/12



	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 15 33
Advertiser	Or	iginal Date / Revision

						Spots/			
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type Spots	Amount
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$450.00				:	····
Week: 11/05/12	11/11/12	1	1	\$450.00					40
						Totals	S	347	\$312,450.00

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision		Alt Order #	
	939457	/ 2		06262067	
<u>Product</u>					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
<u>Advertiser</u>			Ori	ginal Date	Revision
Democratic Senatorial Ca	ampaign Com	mittee	1	0/01/12	/ 10/01/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ldet	prandt	HRP -Washingt
	Special Hand	ling			
	Demographic				· · ·
	Adults 35+				
				,	
	IDB#	Advert	iser	Code	Product Code
	8091	49	1001	<u> </u>	53
	Agency Ref	•		Advertiser	Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p \$3,500.00 NM Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$350.00 -TWTF--2 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 11/04/12 2 \$350.00 Week: 10/29/12 -TWTF--2 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 15 \$24,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$1,600.00 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 3 Week: 10/22/12 10/28/12 -TWTF--\$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 14 \$7,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 \$4,750.00 End Date Start Date Spots/Week Rate Weekdays Week: 10/01/12 10/07/12 -TWTF--\$950.00 1 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 -TWTF--10/28/12 1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000,00 Spots/Week End Date Start Date <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 \$750.00 -TWTF--1 Week: 10/08/12 10/14/12 -TWTF--\$750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Alt Order # Contract / Revision 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33

<u>Advertiser</u> Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	***					
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02	2/12 11/02/	12 ANDERS	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						44,156.66
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/	12 THE CHE	W	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					ŭ	\$2, 4 00.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/	12 KATIE CC	DURIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						Ψ-1,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	/12 11/02/	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						45,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						45,000,00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02		12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				ŀ		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						. , ==
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00				Į		
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

	Contract / Re	vision	Alt Order #	
	939457	/ 2	06262067	
ontract Dates	Product		Estimate #	
0/02/12 - 11/06/12	DSCC-IE		1533	

Advertiser Original Date / Revision
Democratic Senatorial Ca 10/01/12 / 10/01/12

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	3 3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02			·	6-630pm		:30		NM	4.4	646 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IVIVE	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00				İ		
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00				ı		
14 WISN 10/02	/12 11/02/	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date Week; 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate \$950.00				- 1		
Week: 10/08/12	10/07/12	-TWTF	2 2	\$850.00				I		
Week: 10/15/12	10/14/12	-TWTF	3	\$850.00 \$850.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00				Į.		
16 WISN 10/02			ning America	7-9a		:30		NM	21	\$31,000,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00				İ		
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITI	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u>						
			I	\$3,000.00						
19 WISN 10/08 Start Date	/12 11/05/ End Date	_	Spots/Week	Prime Other		:30		NM	5	\$25,000.00
Week: 10/08/12	10/14/12	<u>Weekdays</u> 1	Spois/vveek 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
			•	,				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/15/12

10/21/12

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 06262067 939457 / 2 Contract Dates Estimate # <u>Product</u> 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

				Dem	nocratic Se	enatorial Ca		10/01/12	/ 10/	01/12
						Can	te l			
*Line Ch Start				Start/End Time	Days	Spo Length Wee		Type Sp	ots	Amount
3 WISN 10		Weekdays Description V12 Dancing	Spots/Week	<u>Rate</u> <u>Start/End Time</u> Prime Other	Weekday M		<u>Rate</u> \$5,000.00	<u>Type</u> <i>NM</i>		
See MG 1:		/// Danaina		Man 7 On		.20	\$5,000,00	NM		
6 WISN 10 ⊕ MG for 19.		/12 Dancing		Mon 7-8p	M	- :30	\$5,000.00	INIVI		
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
20 WISN 10/22	/12 10/29/	12 Castle		Mon 9-10p		:30		NM	1	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					•	¥ 1,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00				l l		
	ate Range	Description	<u>n</u>	Start/End Time	<u>Weekda</u>		<u>Rate</u>	<u>Type</u>		
1 W/SN 10)/22/12-10/28	N/12 Castle		Mon 9-10p	M	: :30	\$ 4,000.00	NM		
Credited Week: 10/29/12	11/04/12	1	1	\$4,000.00						
					**	:30		NINA	5	#2 000 00
21 WISN 10/06. Start Date	/12 11/03/ End Date	12 Late News Weekdays	Spots/Week	10-1035p Rate		:30		NM	5	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00				l		
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
22 WISN 10/13	/12 10/13/	12 College Fo	otball Game #2	230р-6р		:30		NM	1	\$6,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1-	1	\$6,500.00						
23 WISN 10/06				6-630pm		:30		NM	5	\$2,500.00
Start Date	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	1-	1	\$500.00 \$500.00						
Week: 10/15/12	10/14/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12	1-	1	\$500.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00				l		
24 WISN 10/13	/12 11/03/	12 Sa 458-6a		456-6AM		:30		NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1 4141	-⊤	ψ000.00
Week: 10/08/12	10/14/12	1-	1	\$200.00				1		
Week: 10/15/12	10/21/12	1-	1	\$200.00						
Week; 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	1	\$200.00						
25 WISN 10/06				6-630pm		:30		NM	5	\$3,500.00
Start Date	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	1-	1	\$700.00 \$700.00				1		
Week: 10/06/12	10/14/12 10/21/12	1-	1	\$700.00 \$700.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
26 WISN 10/06				6-7a		:30		NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	J	φ ა, 000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
	40.004.44	_								

\$600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 / 2 06262067 Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/01/12 / 10/01/12 Democratic Senatorial Ca

					Spots/				
*Line Ch Start Date l	End Date Descr	iption	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
	Date Weekdays	<u>Spots/Week</u> 1	<u>Rate</u> \$600.00						
	28/121- 04/121-	1	\$600.00				1		
	11/03/12 SA 630)-7n	630p-7p		:30		NM	2	\$1,000.00
Start Date End	Date Weekdays		Rate					_	7.1,000.00
	1/121-	1	\$500.00						
	18/12 04/121-	0	\$0.00 \$500.00						
	10/27/12 Sat 63		630-7p		:30		NM	2	\$2,000.00
	Date Weekday	•	Rate		.50		14141	2	\$2,000.00
	4/121-	1	\$1,000.00				ļ		
	1/12	0	\$0.00						
Week: 10/22/12 10/2	8/121-	1	\$1,000.00						
		rime College Footbal			:30		NM	3	\$3,000.00
	Date Weekday:	s Spots/Week 1	<u>Rate</u> \$1,000.00						
	4/12	O	\$0,00						
	21/122-	2	\$1,000.00				į		
30 WISN 10/13/12	11/03/12 News	Sat 7-9a	7-9am		:30		MM	4	\$1,800.00
	Date Weekday	s Spots/Week	Rate						
	4/121- 21/121-	1	\$450.00 \$450.00						
	28/121-	1	\$450.00 \$450.00				l		
)4/121-	1	\$450.00						
31 WISN 10/07/12	11/04/12 Late N	ews 10pm	10p-1030p		:30		NM	5	\$8,000.00
	Date Weekdays	·	<u>Rate</u>						
	7/121	1	\$1,600.00				l		
	4/121	1	\$1,600.00				- 1		
	21/121 28/121	1	\$1,600.00 \$1,600.00						
	04/121	1	\$1,600.00				1		
		ews SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date End	Date Weekday		<u>Rate</u>						, ,,
	4/121	1	\$950.00						
	21/121 28/121	1	\$950.00						
	28/121 04/121	1	\$950.00 \$950.00						
	11/04/12 Su 458	L62	458-6AM		:30		NM	4	\$800.00
	Date Weekday		Rate		.00		1,11,7	7	9000.00
	4/121		\$200.00						
	21/121	1	\$200.00						
	28/121 04/121		\$200.00						
			\$200.00					_	
34 WISN 10/07/12 Start Date End	11/04/12 News : Date Weekday	Sun 530pm s Spots/Week	530-6p <u>Rate</u>		:30		NM	5	\$2,500.00
)7/121		\$500.00						
	14/121	1	\$500.00						
	21/121		\$500.00						
Week: 10/22/12 10/2	28/121	1	\$500.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)
Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

/ 10/01/12

10/01/12

NM

Туре

NM

Rate

\$2,200.00

\$4,400.00



Week: 10/08/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/29/12

Spot Ch

41 WISN 10/02/12

Start Date

Credited Week: 10/22/12 10/14/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

Date Range

2 W/SN 10/15/12-10/21/12

10/30/12

-1----

Weekdays

-1----

PrivatePractice

Description

Private Practice

1

Spots/Week

1

0

0

1

	Contract / Revision	Alt Order #	
	939457 / 2	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	
Advertiser	Oı	iginal Date / Revision	

*Line Ch Start	Date End D	ate Description	1	Start/End Time	Days	Spot Length Wee		TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				I		
Week: 10/29/12	11/04/12	1	11	\$500.00						
35 WISN 10/07	-			6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate				Į.		
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1	1	\$400.00 \$400.00						
Week: 10/05/12	10/14/12	1	1	\$400.00 \$400.00				ļ		
Week: 10/13/12	10/21/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21/		12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	ı	Ψ2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/1	12 News Sun 7	-9a	7-9am		:30		NM	5	\$2,000,00
Start Date	End Date	Weekdays	Spots/Week	Rate						1-1-00/00
Week: 10/01/12	10/07/12	1	1	\$400.00				1		
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14			With George Ste	ep930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	0 1	\$0.00 \$1,000.00						
			•						_	
39 WISN 10/09				Tue 7-8p		:30		NM	2	\$10,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$5,000.00				I		
Week: 10/15/12	10/14/12		ò	\$0.00				1		
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
N 40 WISN 10/02		12 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	2	\$5,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Spot Ch Da	ite Range	Description		Start/End Time	<u>Weekda</u>	<u>ys Length</u>	<u>Rate</u>	<u>Туре</u>		
1 W/SN 10	V01/12-10/07	/12 HappyEnd		Tue 8-9p	-Tu	:30	\$ 2,500.00	NM		
See MG 4										
_		/12 DWTS Res	ults	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
⊕ MG for 40.	1 10/02									

Democratic Senatorial Ca

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$2,500.00

\$2,200.00

\$2,200.00 Start/End Time

Tue 9-10p

\$2,200.00

Rate

\$0.00

\$0.00

:30

<u>Length</u>

<u>Weekdays</u>

Tue 9-10p

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

\$500.00



Contract / Revision Alt Order # 939457 1 2 06262067 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p NM 2 \$6,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$3,000.00 -1----Spot Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate Type 1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu----:30 \$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1----\$3,000.00 Week: 10/29/12 11/04/12 -1----\$3,000.00 43 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p :30 NM 1 \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$7,000,00 ----1-44 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p :30 NM 2 \$2,600.00 Start Date **End Date** Weekdays Spots/Week Rate \$1,300.00 Week: 10/29/12 11/04/12 --2-2 45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 2 \$450.00 <u>Start Date</u> **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$225.00 ----2 2 46 WISN 10/22/12 General Hospital 10/22/12 2-3pm/1-2p :30 NM \$350.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/22/12 10/28/12 1----\$350.00 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 NM 1 \$350.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 11/05/12 11/11/12 -1----\$350.00 1 48 WISN 10/15/12 11/05/12 10-1030p Late News 10PM :30 NM \$6,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$1,600.00 1 Week: 10/22/12 10/28/12 1 \$1,600.00 Week: 10/29/12 11/04/12 1 \$1,600.00 Week: 11/05/12 11/11/12 1 \$1,600.00 WISN 10/15/12 11/05/12 The View 10-11am :30 NM 4 \$2,000.00 Start Date **End Date** Spots/Week Weekdays Rate Week: 10/15/12 10/21/12 1 \$500.00 Week: 10/22/12 10/28/12 1----1 \$500.00 Week: 10/29/12 11/04/12 1-----1 \$500.00 Week: 11/05/12 11/11/12 1----1 \$500.00 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.00 End Date Spots/Week Start Date <u>Weekdays</u> Rate Week: 11/05/12 11/11/12 -1----\$500.00 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM \$900.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 1-----\$225.00 1 Week: 10/22/12 10/28/12 1----1 \$225.00 Week: 10/29/12 11/04/12 1----1 \$225.00 Week: 11/05/12 11/11/12 1----1 \$225.00 WISN 10/29/12 11/05/12 3-4p 3-4p :30 NM \$1,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 \$500.00 1 Week: 11/05/12 11/11/12 1 \$500.00 53 WISN 11/06/12 11/06/12 3-4p 3-4p :30 NM

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	Weekdays -1	Spots/Week	Rate						
Week: 11/05/12	11/11/12		1	\$500.00						
54 WISN 10/29			C = at = 0.01 = -1.	4P-5P		:30		NM	2	\$1,200.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15		12 News M-F	5n	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1 1(V)	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15				5-6A		:30		MM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/22/12	10/21/12	1	1	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	/12 11/05/	12 News M-F	6n	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	3	\$0,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/				6-7A		:30		NM	4	\$4,000.00
Start Date Week; 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				ŀ		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06	/12 11/06/	12 News M-F	6a	6-7A		:30		NM	1	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				,		ψ1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22	11/05/1	12 Entertainm	nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00 \$850.00						
61 WISN 10/08/			ning America	7-9a		:30		NM	_	05.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		INIVI	5	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				İ		
Week: 11/05/12	11/11/12	1	11	\$1,000.00						
62 WISN 11/06/			ning America	7-9a		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date	<u>Weekdays</u> -1	Spots/Week	<u>Rate</u>				- 1		
Week. 11/05/12	11/11/12	-T	1	\$1,000.00				I		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or lo service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #			
	939457 / 2	06262067			
Contract Dates	Product	Estimate #	٦		
10/02/12 - 11/06/12	DSCC-IE	1533			
Advertiser	· · · · · · · · · · · · · · · · · · ·	Original Date / Revision			
Democratic Senatorial	Ca	10/01/12 / 10/01/12			

							Spots/				
*Line Ch	Start [Date End Da	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Sta	art Date	End Date	Weekdays	Spots/Week	Rate						
63 WISI	N 10/15/	12 11/05/1	2 LIVE WITH	KELLY!	9-10am		:30		NM	4	\$1,800.00
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/	/15/12	10/21/12	1	1	\$450.00				1		
Week: 10/	/22/12	10/28/12	1	1	\$450.00				1		
Week: 10/	/29/12	11/04/12	1	1	\$450.00				1		
Week: 11/	/05/12	11/11/12	1	11	\$450.00						
							Total	s	<u> </u>	347	\$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	



And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

CONTRACT

Contract / Revision Alt Order# 939457 3 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 **15**33 Advertiser Original Date / Revision **Democratic Senatorial Campaign Committee** 10/03/12 / 10/03/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN HRP -Washingt Will Hildebrandt Special Handling

Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Snote/

						Spots/				
*Line Ch Star	t Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/0	2/12 11/02/	12 General F	lospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/0		12 Late News	s 10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/0		12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/0		12 Late News	s 1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week; 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00				1		
Week: 10/29/12	11/04/12	-TWTF	11	\$950.00						
5 WISN 10/0	2/12 11/02/	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date		Weekdays	Spots/Week	<u>Rate</u>						. ,
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
								•		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



 Contract / Revision
 Alt Order #

 939457 / 3
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision
Democratic Senatorial Ca 10/03/12 / 10/03/12

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 -TWTF--2 \$750.00 Week: 10/22/12 10/28/12 -TWTF--2 \$750.00 Week: 10/29/12 11/04/12 -TWTF--2 \$750.00 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11A-12P :30 NM 14 \$3,150.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$225.00 Week: 10/08/12 10/14/12 -TWTF--2 \$225.00 Week: 10/15/12 10/21/12 -TWTF--3 \$225.00 Week: 10/22/12 10/28/12 -TWTF--3 \$225.00 Week: 10/29/12 11/04/12 -TWTF--4 \$225.00 WISN 10/09/12 11/02/12 THE CHEW 12P-1P :30 NM 8 \$2,400.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/08/12 10/14/12 -TWTF-2 \$300.00 Week: 10/15/12 10/21/12 -TWTF--2 \$300.00 Week: 10/22/12 10/28/12 -TWTF--2 \$300.00 Week: 10/29/12 11/04/12 -TWTF--2 \$300.00 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$400.00 Week: 10/08/12 10/14/12 -TWTF--2 \$400.00 Week: 10/15/12 -TWTF--10/21/12 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF--2 \$400.00 Week: 10/29/12 11/04/12 -TWTF--2 \$400.00 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--2 \$500.00 Week: 10/22/12 10/28/12 -TWTF--2 \$500.00 Week: 10/29/12 11/04/12 -TWTF--2 \$500.00 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 -TWTF--2 \$600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$600,00 Week: 10/15/12 10/21/12 -TWTF--2 \$600.00 Week: 10/22/12 10/28/12 -TWTF--2 \$600.00 Week: 10/29/12 11/04/12 -TWTF--2 \$600.00 11 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm .30 NM 14 \$14,000.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF--3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF--3 \$1,000.00 12 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250,00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--3 \$350.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms end conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>			***************************************	T		
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02		12 News M-F	6p	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						·
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02			6a	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				ļ		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/	/12 11/02/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	7.0,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00				i		
16 WISN 10/02/	/12 11/02/	12 Good Morr	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				,		Ψ= 1,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00				i		
17 WISN 10/02/	12 11/02/	12 LIVE WITH	HKELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				` 		44,000,00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26/	12 10/26/	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		,			•	Ψ0,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08/	12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1.4141	3	φ4.2,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00				į		
Week: 10/15/12	10/21/12	1	1	\$5,000.00						
Week: 10/22/12	10/28/12	1	1	\$5,000.00						
								1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 939457 / 3	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

10/0	2/12 - 11/0	6/12	DSC	C-IE	1533		
Adve	ertiser		Original Date / Revision				
Dem	ocratic Se	natorial C	а		10/03/12	/ 10	/03/12
nd Time	Days	Length	Spots Week		TypeS	pots	Amount
R <u>ate</u> nd Time Other	Weekday		<u>ath</u> :30	<u>Rate</u> \$5,000.00	<u>Type</u> <i>NM</i>		

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate		,, ,,	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Туре</u>	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	M:30 \$5,000.00	NM	
See MG 19.6		****		
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M:30 \$5,000.00	NM	
→ MG for 19.3 10/22	i	401000.00		
Week: 10/29/12	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NIB #	
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 1	\$4,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 WISN 10/22/12-10/28/12 Cast/e	Mon 9-10p	M :30 \$4,000.00	NM	
Credited	mon o rop	.30 94,000.00	IVIVI	
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	-20		
Start Date End Date Weekdays Spots/Week	•	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
	· · · · · · · · · · · · · · · · · · ·			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1- 1	Rate			
	\$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate			
	\$500.00			
· · · · · · · · · · · · · · · · · · ·	\$500.00			
•	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/08/12 10/14/121 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots/Week	Rate	.55	'''''	Ψ J ,J000.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00		i	
Week: 10/29/12 11/04/121- 1	\$700.00		l l	
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	02.000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
·			1	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/03/12 / 10/03/12



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

				Den	- Columbia	Cilatollal Ca		1.5700712	, '	3/03/12
						Spots/				
*Line Ch Start				Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1-	1	\$600.00				1		
Week: 10/29/12	11/04/12	1 -	1	\$600.00						
27 WISN 10/20)/12 11/03/	12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	41,000.00
Week: 10/15/12	10/21/12	1-	1	\$500.00				l		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13		12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	ΨΕ,000.00
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	 -1-	1	\$1,000.00				1		
29 WISN 10/06	/12 10/20/	12 ABC Prime	College Footbal	7-1030p		:30	***************************************	NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					Ū	Ψ0,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13	/12 11/03/	12 News Sat 7	-9a	7-9am		:30		NM	4	\$1,800,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					7	\$1,000.00
Week: 10/08/12	10/14/12	 1-	1	\$450.00						
Week: 10/15/12	10/21/12	 -1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00				l		
31 WISN 10/07	/12 11/04/	12 Late News	i0pm	10p-1030p	····	:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					Ū	Ψ0₁000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	 1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00				i		
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	/12 11/04/1	2 Late News 9	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				14141	7	43,000.00
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/	12 11/04/1	2 Su 458-6a		458-6AM		:30	***************************************	NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		IAIAI	4	\$800.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	 1	1	\$200.00						
Week: 10/22/12	10/28/12	 1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/	12 11/04/1	2 News Sun 5	30pm	530-6p		:30		NM	5	#2 #AA AA
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		IAIAI	5	\$2,500.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	 1	1	\$500.00				- 1		
Week: 10/15/12	10/21/12	 1	1	\$500.00				1		
Week: 10/22/12	10/28/12	-1	1	\$500.00				1		
								1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



*Line Ch Start Date End Date Description

Start Date

35 WISN 10/07/12

Start Date

Week: 10/29/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

Week: 10/15/12

Week: 10/01/12

Week: 10/08/12

Week: 10/15/12

Week: 10/22/12

Week: 10/29/12

36 WISN 10/21/12

37 WISN 10/07/12

Start Date

Start Date

End Date

11/04/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

End Date

10/21/12

End Date

10/07/12

10/14/12

10/21/12

10/28/12

11/04/12

11/04/12

10/21/12

11/04/12

Weekdays

----1

<u>Weekdays</u>

----1

----1

-----1

----1

Once

Weekdays

----1

<u>Weekdays</u>

----1

----1

News Sun 7-9a

Sun GMA

Spots/Week

1

Spots/Week

1

1

1

Spots/Week

Spots/Week

1

1

6-7a

7-9am

Rate

\$400.00

\$400.00

\$400.00

\$400.00

\$400.00

Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE **15**33

Advertiser Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

Spots/

Start/End Time Days Length Week Rate Type Spots Amount Rate \$500.00 :30 NM 5 \$2,000.00 <u>Rate</u> \$400.00 \$400.00 \$400.00 \$400.00 \$400.00 Sun 7-8p :30 NM \$2,500.00 Rate \$2,500.00 :30 NM 5 \$2,000.00

	¥ 144.45				
38 WISN 10/14/12 11/04/12 This Week With George Ste	p930-1030am	:30	NM	2	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate			_	Ψ2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00				
Week: 10/15/12 10/21/12 0	\$0.00		ŀ		
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121 1	\$1,000.00				
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	NM	2	\$10,000.00
Start Date End Date Weekdays Spots/Week	Rate			_	4.5,000.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	NM	2	\$5,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			-	40,000.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type		
1 WISN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	- Tu :30 \$ 2,500.00	NM		
See MG 40.3			ľ		
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8- 9p	-Tu :30 \$ 2,500.00	NM.		
® See MG 40.4					
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu - :30 \$2,500.00	NM		
MG for 40.3 10/02 Week: 10/08/12 10/14/12 -1 1					
	\$2,500.00				
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM	2	\$4,400.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1	Rate				
	\$2,200.00				
• • • • • • • • • • • • • • • • • • • •	\$0.00		İ		
Week: 10/15/12 10/21/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>		
2 W/SN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$ 2,200.00	NM		
Credited Week: 10/22/12 10/28/12 0	***				
Week: 10/22/12 10/28/12 0	\$0.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

\$1,000.00

10/03/12 / 10/03/12



52 WISN 10/29/12

Week: 10/29/12

Start Date End Date

11/05/12

11/04/12

3-4p

Weekdays

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

				Dell	iocialic Se	Hatoriai Ca		10/03/12	, 10	103/12
						Spot	ts/			
*Line Ch Start				Start/End Time	Days	Length Wee		TypeS	pots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> -1	<u>Spots/Week</u> 1	<u>Rate</u> \$2,200.00						
42 WISN 10/16 <u>Start Date</u> Week: 10/15/12	5/12 10/30/ End Date 10/21/12	12 HappyEnd <u>Weekdays</u> -1	Spots/Week 1	Tue 8-9p <u>Rate</u> \$3,000.00		:30		NM	2	\$6,000.00
	ate Range 0/15/12-10/21	<u>Descriptior</u> 1/12 HappyEnd		Start/End Time Tue 8-9p	Weekday -Tu		<u>Rate</u> \$3,000.00	<u>Type</u> <i>NM</i>		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-1 -1	1 1	\$3,000.00 \$3,000.00						
43 WISN 10/27 Start Date Week: 10/22/12	7/12 10/27/ End Date 10/28/12	12 College Foo <u>Weekdays</u> 1-	otball Game #2 Spots/Week 1	230p-6p <u>Rate</u> \$7,000.00		:30	÷4	NM	1	\$7,000.00
44 WISN 11/03 <u>Start Date</u> Week: 10/29/12		12 ABC Prime <u>Weekdays</u> 2-	College Footbal <u>Spots/Week</u> 2	7-1030p <u>Rate</u> \$1,300.00		:30		NM	2	\$2,600.00
45 WISN 10/28 <u>Start Date</u> Week: 10/22/12	1/12 10/28/ End Date 10/28/12	12 Sun 9-930A <u>Weekdays</u> 2	Spots/Week 2	9-930A <u>Rate</u> \$225.00		:30		NM	2	\$450.00
46 WISN 10/22 <u>Start Date</u> Week: 10/22/12	/12 10/22/ End Date 10/28/12	12 General Ho <u>Weekdays</u> 1	spital <u>Spots/Week</u> 1	2-3pm/1-2p Rate \$350.00		:30		NM	1	\$350.00
47 WISN 11/06 <u>Start Date</u> Week: 11/05/12	/12 11/06/ End Date 11/11/12	12 General Ho <u>Weekdays</u> -1 	spital <u>Spots/Week</u> 1	2-3pm/1-2p <u>Rate</u> \$350.00		:30	Add and a second a	NM	1	\$350.00
48 WISN 10/15 Start Date Week: 10/15/12 Week: 10/22/12 Week: 10/29/12	/12 11/05/ End Date 10/21/12 10/28/12 11/04/12	12 Late News ² <u>Weekdays</u> 1 1	IOPM Spots/Week 1 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00		:30		NM	4	\$6,400.00
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15 <u>Start Date</u> Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	712 11/05/ ² End Date 10/21/12 10/28/12 11/04/12 11/11/12	12 The View Weekdays 1 1 1	Spots/Week 1 1 1 1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00		:30		NM	4	\$2,000.00
50 WISN 11/06 Start Date Week: 11/05/12	/12 11/06/1 End Date 11/11/12		<u>Spots/Week</u> 1	10-11am <u>Rate</u> \$500,00		:30	441	NM	1	\$500.00
51 WISN 10/15/ <u>Start Date</u> Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	/12 11/05/1 <u>End Date</u> 10/21/12 10/28/12 11/04/12 11/11/12	2 ANDERSON Weekdays 1 1 1	V COOPER Spots/Week 1 1 1 1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00		:30		NM	4	\$900.00

Democratic Senatorial Ca

Rate

\$500.00

:30

3-4p

Spots/Week

1

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 / 3 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00					-	
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		14141	'	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					_	\$1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00				ĺ		
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15			•	5-530pm		:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate				1		
Week: 10/13/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00 \$1,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15		12 News M-F	50	WI		^^				
Start Date	End Date	Weekdays	Spots/Week	5-6A Rate		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/	12 11/05/	12 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,,,,,	Ŭ	\$0,000.00
Week: 10/08/12	10/14/12	1	1 •	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$1,200.00						
Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$1,200.00						
			1	\$1,200.00						
58 WISN 10/15/ Start Date	12 11/05/1 End Date		= '	6-7A		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				ı		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/	12 11/06/1	12 News M-F	6a	6-7A		:30		NM	1	\$1 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		LAIVI	'	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/		2 Entertainm	ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7-,400.00
Week: 10/22/12	10/28/12	1	1	\$850.00				İ		
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$850.00				İ		
	11/11/12	1		\$850.00						
61 WISN 10/08/			ning America	7-9a		:30		NM	5	\$5,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
								1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the specified.

10/03/12 / 10/03/12

357

\$321,300.00

Totals



	939457 / 3	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	riginal Date / Revision

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots **Amount** Start Date End Date Weekdays Spots/Week Rate 62 WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM \$1,000.00 End Date Start Date Weekdays Spots/Week <u>Rate</u> Week: 11/05/12 11/11/12 -1----\$1,000.00 1 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM \$1,800.00 Start Date End Date Weekdays 1 4 1 Spots/Week Rate Week: 10/15/12 10/21/12 1----\$450.00 Week: 10/22/12 10/28/12 1----\$450.00 Week: 10/29/12 11/04/12 1----\$450.00 1 Week: 11/05/12 11/11/12 \$450.00 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM \$1,000.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 ----s- \$1,000.00 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 --S-\$1,500.00 66 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$3,000.00 ---T---1 67 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM \$350.00 Start Date End Date Weekdays 1 4 1 Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--1 \$350.00 68 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM \$250.00 Start Date **End Date** Spots/Week <u>Weekdays</u> Rate ____s-Week: 10/01/12 10/07/12 \$250.00 1 69 WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM \$200.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 \$200.00 70 WISN 10/04/12 10/05/12 KATIE COURIC M-F 2-3P :30 NM 2 \$800.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 2 ---TF--\$400.00 71 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM 1 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$1,500.00 -TF-1 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035 :30 NM 1 \$250.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 ----S-1 \$250.00

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	357	\$321,300.00	\$273,105.00

Signature:		Date:	

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revis	ion 3	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533
Advertiser Democratic Senatorial (Ca	1-	inal <u>Date / Revision</u> 0/03/12 / 10/03/12

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233

(414)342-8812

Great American Media 1010 Wisconsin Avenue N W

Washington, DC 20007

Suite 800

And:

CONTRACT

Contract / Revision Alt Order# 939457 06262067 1 4 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision

Democratic Senatorial Campaign Committee

8091

Agency Ref

49

10/04/12 / 10/04/12

53

<u>Advertise</u>r Ref

Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN HRP -Washingt Will Hildebrandt Special Handling <u>Demographic</u> Adults 35+ IDB# Advertiser Code Product Code

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM 10 \$3,500,00 <u>Weekdays</u> Start Date **End Date** Spots/Week <u>Rate</u> Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 15 \$24,000.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM \$7,000.00 14 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM 5 \$4,750.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--1 \$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--1 \$750.00 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and untit payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision	Alt Order #	
	939457 / 4	06262067	
Contract Dates	Product	Estimate #	一
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

*line Ch Start	Data End D	loko Danasiskis		01-1/5-17:	.	Spots/				
	***************************************	ate Description		Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$750.00				1		
Week: 10/13/12	10/21/12	-TWTF	2	\$750.00 \$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02/										_
Start Date	End Date	Weekdays	N COOPER Spots/Week	M-F 11A-12P <u>Rate</u>		:30		MM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00				ŀ		
7 WISN 10/09/	/12 11/02/	12 THE CHEV	V	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	Ü	φ2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00				[
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				- 1		
8 WISN 10/02/	/12 11/02/ ⁻	12 KATIE COI	JRIÇ	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				l		,
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$400.00						
duli-		-TWTF	2	\$400.00						
9 WISN 10/02/			0	3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				i		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/	/12 11/02/ ⁻	12 DR. OZ		4P-5P		:30		NM	10	PC 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IAIAI	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	11/02/	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ,σσσ.σσ
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/				5-6A		:30		MM	15	\$5,250.00
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays -TWTF	Spots/Week 2	<u>Rate</u>						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	3	\$350.00 \$350.00				ļ		
			ŭ	ψ000.00				i		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

*Line Ch Start	Date End [Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		***************************************				
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02		12 News M-F	6p	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , , , , , , , , , , , , , , , , , , ,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				ı		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						1.0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				l		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00				- 1		
15 WISN 10/02	/12 11/02/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00				ŀ		
16 WISN 10/02/	/12 11/02/	12 Good Morr	ing America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					۷.	Ψ2 1,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/	12 11/02/	12 LIVE WITH	KELLY	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1,444	17	Ψ0,500.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00				ŀ		
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26/	12 10/26/	2020		Fri 9-10p		:30		NM	1	\$3,000.00
Start Date		Weekdays	Spots/Week	Rate		.00		1,4141	,	\$5,000.00
Week: 10/22/12	10/28/12	1	1	\$3,000.00						
19 WISN 10/08/	12 11/05/1	2 Dancing		Prime Other		:30		NM	5	\$25 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		IAINI	5	\$25,000.00
Week: 10/08/12	10/14/12	1	1	\$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00				ŀ		
Week: 10/22/12	10/28/12	1	1	\$5,000.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Original Date / Revision 10/04/12 / 10/04/12



	Contract / Revision 939457 / 4	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description	<u>Rate</u> Start/End Time	Mackdaya Lausth Data		
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	<u>Weekdays</u> <u>Length</u> <u>Rate</u> M :30 \$5,000.00	Type NM	
See MG 19.6	i inne Omer	19 .50 \$5,500.50	IVIVI	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M:30 \$5,000.00	NM	
⊕ MG for 19.3 10/22				
Week: 10/29/12 11/04/12 1 1	\$5,000.00		ı	
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	N M 1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$4,000.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> Rate	Туре	
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM	
Credited		100 4,,000.00		
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	\$600.00			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00 \$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
N 22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	PG 500 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14101	\$6,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays Length Rate</u>	<u>Type</u>	
1 W/SN 10/08/12-10/14/12 College Football Game #2 See MG 22.2	230 <i>p-6p</i>	Sa :30 \$6,500.00	NM	
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
₱ MG for 22.1 10/13	200p-0p	3a50 40,500.00	IAIAI	
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	£2 E00 00
Start Date End Date Weekdays Spots/Week	Rate	.00	14101	\$2,500.00
Week: 10/01/12 10/07/121- 1	\$500.00			
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/22/12	\$500.00 \$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a		^^		
Start Date End Date Weekdays Spots/Week	456-6AM Rate	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1	Rate			
Week: 10/08/12 10/07/121- 1	\$700.00 \$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 153**3**

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

*Line Ch Start	Data End D	ate Descriptio	n	Stort/End Time	Dave	Spots/	D-4-	T. 0	_	
Start Date	End Date			Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
26 WISN 10/06		Weekdays 12 Sat GMA	Spots/Week	<u>Rate</u> 6-7a		.70			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$3,000.00
Week: 10/01/12	10/07/12	1 -	1	\$600.00						
Week: 10/08/12	10/14/12	-1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20				630p-7p		:30		NM	2	\$1,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/22/12	10/21/12	T-	1 0	\$500.00						
Week: 10/29/12	11/04/12	1-	1	\$0.00 \$500.00						
28 WISN 10/13/		***************************************	I							
Start Date	/12 10/27/1 <u>End Date</u>	12 Sat 630-7p Weekdays	Spots/Week	630-7p		:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1-	<u> </u>	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12		Ö	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06/	12 10/20/1	2 ABC Prime	College Footbal	7-1030p		:30		NM	3	92 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		INIVI	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/				7-9am		:30		NM	4	\$1,800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays 1-	Spots/Week	Rate						
Week: 10/15/12	10/14/12	1-	1	\$450.00						
Week: 10/13/12	10/21/12	1 -	1	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00 \$450.00						
31 WISN 10/07/	***************************************		10nm	10p-1030p		.20			_	
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	 1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/	12 11/04/1	2 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	<u>1</u> 1	1	\$950.00				l i		
Week: 10/29/12	11/04/12	1	1	\$950.00 \$950.00						
			· · · · · · · · · · · · · · · · · · ·							
33 WISN 10/14/ Start Date	12 11/04/1 End Date	2 Su 458-6a Weekdays	Spots/Week	458-6AM		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1	<u>30013/77888K</u> 1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/	12 11/04/1	2 News Sun 5	i30pm	530-6p	<u></u>	:30		NM	5	\$2,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 06262067 939457 / 4 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	Rate			
Week: 10/08/12 10/07/121 1	\$500.00 \$500.00			
Week: 10/15/12 10/21/121 1	\$500.00 \$500.00			
Week; 10/22/12 10/28/121 1	\$500.00			
Week: 10/29/12 11/04/121 1	\$500.00		1	
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM 5	#2 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	14141 5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00		<u> </u>	
Week: 10/08/12 10/14/121 1	\$400.00			
Week: 10/15/12 10/21/121 1	\$400.00		į.	
Week: 10/22/12 10/28/121 1	\$400.00		Ī	
Week: 10/29/12 11/04/121 1	\$400.00			
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NM 1	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			, ,
Week: 10/15/12 10/21/121 1	\$2,500.00			
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30	NM 5	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12	\$400.00			
Week: 10/15/12 10/21/121 1	\$400.00			
Week: 10/2/12 10/28/121 1	\$400.00			
Week: 10/29/12 11/04/121 1	\$400.00 \$400.00			
***************************************	······································			
38 WISN 10/14/12 11/04/12 This Week With George Sto Start Date End Date Weekdays Spots/Week	•	:30	NM 2	\$2,000.00
Week: 10/08/12 10/14/121 1	<u>Rate</u> \$1,000.00			
Week: 10/15/12 10/21/12 0	\$0.00		1	
Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/121 1	\$1,000.00			
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30	NM 2	\$10,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14101	Φ10₁000.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00			
Week: 10/15/12 10/21/12 0	\$0.00			
Week: 10/22/12 10/28/12 -1 1	\$5,000.00			
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	NM 2	\$5,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			40,000.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 HappyEnd See MG 40.3	Tue 8-9p	-Tu :30 \$ 2,500.00	NM	
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	T11 -20 #0 F00 00		
(f) See MG 40.4	ine o-sh	-Tu :30 \$ 2,500.00	NM	
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu: :30 \$2,500.00	NM	
(f) MG for 40.3 10/02	· •p	42,000.00	1 4141	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00			
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	\$4,400.00
Start Date End Date Weekdays Spots/Week	Rate	.55		Ψ-1-00.00
Week: 10/01/12 10/07/12 -1 1	\$2,200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, printly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067 / 4 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

***		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> <u>Date Range</u> <u>Description</u>	<u>Rate</u> Start/End Time	Weekdays Length Rate	Type	
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	<u>Type</u> NM	
See MG 41.4	•	,,	,]	
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
(f) MG for 41.1 10/02 Week: 10/08/12 10/14/12 0	\$0.00		ļ	
Week: 10/15/12 10/21/12 -1 1	\$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
Credited Week: 10/22/12 10/28/12	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$0.00 \$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30		
Start Date End Date Weekdays Spots/Week	Rate	.30	NM 2	\$6,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00			
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd	Start/End Time	Weekdays Length Rate	<u>Туре</u>	
Credited	Tue 8-9p	-Tu :30 \$3,000.00	NM	
Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	Rate			* 1,000.00
	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week	7-1030p Rate	:30	NM 2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00		- 1	
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	Rate			4100.00
	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p Rate	:30	NM 1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00			
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>	,	' ' '	Ψ550.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week	10-1030p	:30	NM 4	\$6,400.00
Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$1,600.00			
Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week	10-11am	:30	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$500.00			
Week: 10/22/12 10/28/12 1 1	\$500.00			
Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1 1	\$500.00			
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM 1	\$500.00

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Start Date End Date Weekdays

Contract / Revision Alt Order # 939457 06262067 / 4

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/04/12 / 10/04/12

*line Ch Start	Data End C	oto Danainti		Ct - A F - A T		Spots/	- '			
*Line Ch Start				Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00						
51 WISN 10/15	/12 11/05/	12 ANDERS	ON COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						7
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	T	\$225.00						
52 WISN 10/29				3-4p		:30		MM	2	\$1,000.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays 1	Spots/Week	Rate				i		
Week: 11/05/12	11/04/12	1	1	\$500.00 \$500.00				- 1		
53 WISN 11/06 Start Date			0	3-4p		:30		MM	1	\$500.00
Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00						
	·····		I							
54 WISN 10/29 Start Date	/12 11/05/ End Date	12 DR. OZ <u>Weekdays</u>	Constantinal.	4P-5P		:30		MM	2	\$1,200.00
Week: 10/29/12	11/04/12	1	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 11/05/12	11/11/12	1	i	\$600.00				- 1		
55 WISN 10/15								4.15.	_	
Start Date	End Date	Weekdays	Spots/Week	5-530pm Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	<u> </u>	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	04 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00				1		
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00				1		
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	/12 11/05/	12 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					Ü	ΨΟ,ΟΟΟ.ΟΟ
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15				6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						• -
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1 1	\$1,000.00						
· · · · · · · · · · · · · · · · · · ·			•	\$1,000.00						
59 WISN 11/06/				6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$1,000.00						
60 WISN 10/22	/12 11/05/	12 Entertainn	nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date		Mookdave	SpotoAtionk	Poto				1.4141	J	φ ε ,σου.υψ

Rate

Spots/Week

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	e TypeSpo	ots	Amount
Start Date End Date Weekdays Spc Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	ts/Week Rate 1 \$850.00 1 \$850.00 1 \$850.00				
Week: 10/08/12 10/14/12 1 Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1	ts/Week Rate 1 \$1,000.00 1 \$1,000.00 1 \$1,000.00 1 \$1,000.00	:30	NM	5	\$5,000.00
Week: 11/05/12 11/11/12 1 62 WISN 11/06/12 11/06/12 Good Morning Am Start Date End Date Weekdays Spo Week: 11/05/12 11/11/12 -1	1 \$1,000.00 herica 7-9a ts/Week Rate 1 \$1,000.00	:30	NM	1	\$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELL Start Date End Date Weekdays Spo Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1 Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	Y! 9-10am ts/Week Rate 1 \$450.00 1 \$450.00 1 \$450.00 1 \$450.00	:30	NM	4	\$1,800.00
64 WISN 10/06/12 10/06/12 PostBadger <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spo</u> Week: 10/01/12 10/07/12S-	PostBadger ts/Week Rate 1 \$1,000.00	:30	NM	1	\$1,000.00
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPos <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spo</u> Week: 10/01/12 10/07/125-	st 630-7p, 6-630p ts/Week Rate 1 \$1,500.00	:30	NM	1	\$1,500.00
66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spo</u> Week: 10/01/12 10/07/12T	Thu 7-8p ts/Week Rate 1 \$3,000.00	:30	NM	1	\$3,000.00
Week: 10/01/12 10/07/12TF	5-6A ts/Week <u>Rate</u> 1 \$350.00	:30	NM	1	\$350.00
68 WISN 10/06/12 10/06/12 Sa 458-6a Start Date	456-6AM <u>s/Week</u> <u>Rate</u> 1 \$250,00	:30	NM	1	\$250.00
69 WISN 10/07/12 10/07/12 Su 458-6a Start Date End Date Weekdays Spot Week: 10/01/12 10/07/12S	458-6AM <u>ss/Week</u> <u>Rate</u> 1 \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spot</u> Week: 10/01/12 10/07/12TF	M-F 2-3P s/Week <u>Rate</u> 2 \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline Start Date End Date Weekdays Spot Week: 10/01/12 10/07/12TF	11p-1130p s/Week <u>Rate</u> 1 \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUD Start Date End Date Weekdays Spot Week: 10/01/12 10/07/12S-	DLE INSIDE HUD 1035 <u>s/Week</u> <u>Rate</u> 1 \$250.00	:30	NM	1	\$250.00

Totals

357

\$321,300.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revi 939457 /	sion 4	<u>Alt Order #</u> 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533	
Advertiser Democratic Senatoria	l Ca	- 1	ginal Date / Revision 10/04/12 / 10/04/12	7

Time Period	# of Spots	Gross Amount	Net Amount			
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00			
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00			
Totals	357	\$321,300.00	\$273,105.00			

Signature:	Date:	

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Alt Order# Contract / Revision 06262067 939457 5 Product DSCC-IE Contract Dates Estimate # 1533 10/02/12 - 11/06/12 Original Date / Revision Advertiser 10/05/12 Democratic Senatorial Campaign Committee / 10/05/12 Billing Cycle | Billing Calendar Cash/Trade EOM/EOC **Broadcast** Cash

Account Executive Sales Office Station Will Hildebrandt HRP -Washingt WISN Special Handling Demographic Adults 35+ Advertiser Code IDB# Product Code 8091 49 53 Agency Ref Advertiser Ref

Spots/

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02	/12 11/02/1	12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02	/12 11/02/	12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/1 4 /12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	44	\$1,600.00						
3 WISN 10/02	/12 11/02/	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02	/12 11/02/	12 Late News	1030PM	1030p-11p		:30		MM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02		12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				ı		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Nolwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Alt Order# Contract / Revision 939457 / 5 06262067

Estimate # Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE **15**33

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02			N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00 \$225.00						
Week: 10/08/12	10/14/12	-TWTF	2 3	\$225.00 \$225.00						
Week: 10/15/12	10/21/12	-TWTF - - -TWTF - -	3	\$225.00						
Week: 10/22/12	10/28/12 11/04/12	-TWTF	4	\$225.00						
Week: 10/29/12						.20		NM	8	\$2,400.00
7 WISN 10/09				12P-1P Rate		:30		14141	O	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 2	\$300.00						
Week: 10/15/12	10/14/12	-TWT#	2	\$300.00						
Week: 10/22/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02			IRIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00				* .,
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00				ļ		
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02	/12 11/02/	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				1		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00				20.4	40	ec 000 00
10 WISN 10/02				4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				ı		
Week: 10/01/12	10/07/12	-TWTF	2 2	\$600.00 \$600.00						
Week: 10/08/12	10/14/12	-TWTF -TWTF	2	\$600.00						
Week: 10/15/12	10/21/12 10/28/12	-1WTF	2	\$600.00				1		
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
						:30		NM	14	\$14,000.00
11 WISN 10/02	2/12 11/02/ End Date		Spots/Week	5-530pm <u>Rate</u>		.30		14141	1-7	\$14,000.00
<u>Start Date</u> Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF- <i>-</i>	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02		12 News M-F	5a	5-6A		:30		NM	15	\$5,250.00
Start Date		Weekdays	Spots/Week	Rate						•
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithst anding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 939457 06262067 / 5

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

*Line Ch Start I	Data End D	ata Descriptio	ın	Start/End Time	Days	Spots Length Week		TypeS	oots	Amount
		Weekdays	Spots/Week	Rate	- Juyo	20119111				
Start Date Week: 10/15/12	End Date 10/21/12	-TWTF	<u>3pots/veek</u> 3	\$350.00						
Week: 10/13/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02/		2 News M-F		6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate						•
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				1		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14 WISN 10/02/	/12 11/02/1	12 News M-F	6а	6-7A		:30		NM	15	\$15,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02	/12 11/02/1	12 Entertainm	ent Tonight	630p-7pm		:30		NM	11	\$9,350.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00	Mookele	un Longth	Rate	Туре		
	te Range	Descriptio		Start/End Time 630p-7pm	<u>Weekda</u> -TuwTh		\$850.00	NM		
1 WISN 10		712 Entertaini.	ment Tonight	οσομ-τριπ	- luwii	.50	ф 000 -00	,,,,,,		
See MG 2 Week: 10/08/12	3.0 10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/14/12	-TWTF	3	\$850.00						
Week: 10/13/12	10/28/12	-TWTF	2	\$850.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00				1		
			ning America	7-9a		:30		NM	21	\$21,000.00
16 WISN 10/02 Start Date	End Date	Weekdays	Spots/Week	Rate		.00				V,
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02	/12 11/02/	12 LIVE WITI	H KELLY!	9-10am		:30		NM	14	\$6,300.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26				Fri 9-10p		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/22/12	10/28/12	1	1	\$3,000.00					_	BDE 000 00
19 WISN 10/08		12 Dancing		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1	1	\$5,000.00 \$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00				ı		

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television inc, does not discriminate in the sale of advertising lime, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order # Contract / Revision 06262067 939457 Estimate # Product Contract Dates

1533 DSCC-IE 10/02/12 - 11/06/12 Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/22/12 10/28/12 1 1	\$5,000.00	18/andress Longth Poto	Type	
Spot Ch Date Range Description	Start/End Time	<u>Weekdays Length Rate</u> M :30 \$5,000.00	NM	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	N======= .30 \$2,000.00	7100	
See MG 19.6 6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: 30 \$5,000.00	NM	
(9) MG for 19.3 10/22	111011 7 01			
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/22/12 10/28/12 1 1	\$4,000.00		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM	
Credited Week: 10/29/12 11/04/12 1 1	\$4,000.00			
VVGGR. 10/23/12 11/0 1/12 1		:30	NM 5	\$3,000.00
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	14141	\$5,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00		1	
Week: 10/01/12	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/08/12 10/14/121- 1	\$6,500.00	Missississis I ameth Boto	Type	
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u> 	NM NM	
1 WISN 10/08/12-10/14/12 College Football Game #2	230p-6p	3a50 \$0,000 :00	,,,,,	
See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
(f) MG for 22.1 10/13	2007 07			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,350.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	- Sa :30 \$500.00	NM	
See MG 23.6	1030p-11p	MTuWThF :30 \$1,350.00	NM	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p			
	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/12/12 10/28/121 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week				
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00		1	
Week: 10/29/12 11/04/121- 1	\$200.00	.20	NM 5	\$3,500.00
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	1404] 0	Ψ0 ₁ 000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/05/12 / 10/05/12

						Spots/				
*Line Ch Start I	Date End Da	ate Description	1	Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$700.00						
Week: 10/08/12	10/14/12	1 -	1	\$700.00						
Week: 10/15/12	10/21/12	1-	1	\$700.00				l		
Week: 10/22/12	10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12		<u>'</u>	\$700.00					_	
26 WISN 10/06/			0	6-7a		:30		NM	5	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 10/01/12	10/07/12	1-	1	\$600.00						
Week: 10/05/12	10/14/12	1 -	1	\$600.00						
Week: 10/10/12 Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20/		2 SA 630-7p		630p-7p		:30		MM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		*****	_	41,000.00
Week: 10/15/12	10/21/12	1 -	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/	/12 10 <i>/</i> 27/1	2 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	<u></u> -1-	1	\$1,000.00						
29 WISN 10/06/	/12 10/20/1	2 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12	2-	0 2	\$0.00 \$1,000.00						
Week: 10/15/12	10/21/12								١.	04 000 00
30 WISN 10/13/				7-9am		:30		NM	4	\$1,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> - 1-	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/15/12	10/14/12	1 -	1	\$450.00					İ	
Week: 10/13/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07		2 Late News	10nm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			ľ	40,000.00
Week: 10/01/12	10/07/12	- 1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	- 1	1	\$1,600.00						
Week: 10/29/12	11/04/12	 1	1	\$1,600.00					1	
32 WISN 10/14	/12 11/04/ ⁻	12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	- 1	1	\$950.00						
Week: 10/22/12	10/28/12	1	7	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14			0	458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					L	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified

specified.

Hearst letevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertising on particular stations on the basis of race or ethnicity.



Alt Order # Contract / Revision / 5 06262067 939457 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE **15**33

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots	s/			
*Line Ch Start i	Date End D	ate Description	n	Start/End Time	Days	Length Weel	c Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$200.00 \$200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
		12 News Sun 5	:20nm	530-6p		:30		NM	5	\$2,500.00
34 WISN 10/07/ Start Date	End Date	Weekdays	Spots/Week	Rate		.50			3	Ψ2-1000.00
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00				l l		
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	- 1	1	\$500.00						
Week: 10/29/12	11/04/12	- 1	1	\$500.00						
35 WISN 10/07				6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1		
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	- 1 -1	1	\$400.00 \$400.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	<u>-</u> 1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21	,,			Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			·	42,000.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07	/12 11/04/	12 News Sun	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1 1	1	\$400.00 \$400.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$400.00				ŀ		
			With George St			:30		NM	2	\$2,000.00
38 WISN 10/14 Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	_	Ψ2,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
N 39 WISN 10/09	/12 10/23/	12 DanceResi	ults	Tue 7-8p		:30		NM	3	\$12,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-1	1	\$5,000.00	1Ata a lasla	1	Dete	Tuna		
	ate Range	Description		Start/End Time	Weekda		<u>Rate</u> \$5,000.00	<u>Type</u> NM		
		1/12 DanceRes	uits	Tue 7-8p	-Tu		\$0,000.00	14141		
See <i>MG</i> 3 3 WISN 10	•	1/12 DWTS Re	sults	Tue 8-9p	-Tu	 :30	\$5,000.00	NM		
MG for 40	.2,39.1									
		I/12 DWTS- Ju	dges Analysis	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
⊕ MG for 40	.2,39.1 10/21/12		0	\$0.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-1	1	\$5,000.00						
			I	Tue 8-9p		:30		NM	1	\$2,500.00
N 40 WISN 10/02 Start Date	End Date	Weekdays	Spots/Week	Rate		.50		1 4141	•	Ψ <u>2,000.00</u>
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, an contracts, insertion orders, copy instructions or any correspondence when such conflict whited specified.



| Contract / Revision | Alt Order # | 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/05/12 / 10/05/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			. 1
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 W/SN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu :30 \$ 2,500.00	NM	
See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30 \$ 2,500.00	NM	
© See MG 40.4	140000	100 00,000		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2,500.00	NM	
MG for 40.3 10/02				
Week: 10/08/12 10/14/12 -1 1	\$2,500.00	184-sladeur Leneth Date	Tuno	
Spot Ch Date Range Description 2 W/SN 10/08/12-10/14/12 HappyEnd	Start/End Time Tue 8-9p	<u>Weekdays Length Rate</u> -Tu :30 \$2,500.00	<u>Type</u> NM	
2 WISN 10/08/12-10/14/12 паррушта See MG 39.3,39.4	rue o-sp	-γ u 50 ψ2,000:00	7,477	
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM 2	\$4,400.00
Start Date End Date Weekdays Spots/Week	Rate	.50		, ,,
Week: 10/01/12 10/07/12 -1 1	\$2,200.00	_	_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
See <i>MG 41.4</i> 4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.00	NM	
(M) MG for 41.1 10/02	/11a 0-10p	7.11		
Week: 10/08/12 10/14/12 0	\$0.00			
Week: 10/15/12 10/21/12 -1 1	\$2,200.00		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 W/SN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu :30 \$2,200.00	NM	
Credited Week: 10/22/12 10/28/12 0	\$0.00			
Week: 10/29/12 11/04/12 -1 1	\$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate			•
Week: 10/15/12 10/21/12 -1 1	\$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u> NM	
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$3,000.00	MIN	
Credited Week: 10/22/12 10/28/12 -1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM 1	\$7,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/22/12 10/28/121- 1	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	<u> </u>	:30	NM 2	\$2,600.00
Week: 10/29/12 11/04/122- Spots/Week	<u>Rate</u> \$1,300.00			
		.20	NM 2	£450.00
45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A <u>Rate</u>	:30	NM 2	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/22/12 10/28/12 1 1	\$350.00			
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 11/05/12 11/11/12 -1 1	\$350.00		1	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station. Payment by advertiser to agency or lo service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 06262067 939457

Product Estimate # Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End Da	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
48 WISN 10/15/	12 11/05/1	2 Late News	10PM	10-1030p		:30		NM	4	\$6,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
49 WISN 10/15/	/12 11/05/1	12 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1 -	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						0500.00
50 WISN 11/06				10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 11/05/12	11/11/12		•					1114		8000.00
51 WISN 10/15		- :	N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
Start Date	End Date	<u>Weekdays</u> 1 -	Spots/Week	<u>Rate</u> \$225.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
						:30		NM	2	\$1,000.00
52 WISN 10/29			Spots/Week	3-4p		.30		14141	2	\$1,000.00
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1 	<u> 50018/VVeek</u> 1	<u>Rate</u> \$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06				3-4p		:30		NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00			•	***************************************
Week: 11/05/12	11/11/12	-1 -	1	\$500.00						
54 WISN 10/29	/12 11/05/	12 DR. OZ		4P-5P		:30		NM	2	\$1,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
55 WISN 10/15	/12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	T	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00				4.15.4	_	00.000.00
57 WISN 10/08				6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,200.00						
Week: 10/08/12	10/14/12	1	1	\$1,200.00 \$1,200.00						
Week: 10/15/12	10/21/12	T	ı	φ1,Z00.00					l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay lo stallion the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 06262067 939457

Estimate # Contract Dates **Product** 1533 10/02/12 - 11/06/12 DSCC-IE

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

					Spots/				
*Line Ch Start Date En	d Date Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S _l	oots	Amount
Start Date End Da		Spots/Week 1	<u>Rate</u> \$1,200.00						
Week: 10/22/12 10/28/ Week: 10/29/12 11/04/		1	\$1,200.00						
Week: 11/05/12 11/11/		1	\$1,200.00						
	/05/12 News M-F 6	Sa	6-7A		:30		NM	4	\$4,000.00
Start Date End Da		Spots/Week	<u>Rate</u>						
Week: 10/15/12 10/21/		1	\$1,000.00						
Week: 10/22/12 10/28/		1	\$1,000.00						
Week: 10/29/12 11/04/		1	\$1,000.00						
Week: 11/05/12 11/11/		I	\$1,000.00		-20		8184	4	£4 000 00
	/06/12 News M-F		6-7A Rate		:30		NM	1	\$1,000.00
Start Date End Date Week: 11/05/12 11/11/		<u>Spots/Week</u> 1	\$1,000.00						
60 WISN 10/22/12 11	/05/12 Entertainme	ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date End Da	ate <u>Weekdays</u>	Spots/Week	Rate						
Week: 10/22/12 10/28/		1	\$850.00						
Week: 10/29/12 11/04/		1	\$850.00						
Week: 11/05/12 11/11/		1	\$850.00					-	er 000 00
		ing America	7-9a		:30		NM	5	\$5,000.00
Start Date End Di Week: 10/08/12 10/14/		Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12 10/14/		1	\$1,000.00						
Week: 10/22/12 10/28/		1	\$1,000.00						
Week: 10/29/12 11/04/		1	\$1,000.00						
Week: 11/05/12 11/11/	12 1	1	\$1,000.00						
62 WISN 11/06/12 11	/06/12 Good Morn	ing America	7-9a		:30		NM	1	\$1,000.00
Start Date End D		Spots/Week	Rate						
Week: 11/05/12 11/11/		1	\$1,000.00						
	/05/12 LIVE WITH		9-10am		:30		MM	4	\$1,800.00
Start Date End D		Spots/Week	<u>Rate</u> \$450.00						
Week: 10/15/12 10/21/ Week: 10/22/12 10/28/		1	\$450.00						
Week: 10/29/12 11/04/		1	\$450.00						
Week: 11/05/12 11/11/		1	\$450.00				1		
64 WISN 10/06/12 10	/06/12 PostBadge	r	PostBadger		:30		NM	1	\$1,000.00
Start Date End D	ate Weekdays	Spots/Week	Rate				1		
Week: 10/01/12 10/07/	12S-	11	\$1,000.00						
)/06/12 BIG 12 Ba		630-7p, 6-630p		:30		NM	1	\$1,500.00
Start Date End D	ate Weekdays	Spots/Week	Rate				1		
Week: 10/01/12 10/07/		1	\$1,500.00		.00		NM	4	\$3,000.00
66 WISN 10/04/12 10		Spots/Week	Thu 7-8p <u>Rate</u>		:30		IAM	1	\$3,000.00
<u>Start Date</u> <u>End D</u> Week: 10/01/12 10/07/	<u>ate Weekdays</u> '12 -T	<u> 5pois/vveek</u>	\$3,000.00						
67 WISN 10/04/12 10	0/05/12 News M-F	5a	5-6A		:30		NM	1	\$350.00
Start Date End D	ate Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/		1	\$350.00						
68 WISN 10/06/12 10			456-6AM		:30		NM	1	\$250.00
Start Date End D		Spots/Week	<u>Rate</u> \$250.00						
Week: 10/01/12 10/07/	1125-	1	\$230,00				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 939457 / 5	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533	

Advertiser	Original Date / Revision	•
Democratic Senatorial Ca	10/05/12 / 10/05/12	

Snots/

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Туре	Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM	1	\$200.00
70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM	2	\$800.00
71 WISN 10/04/12 10/05/12 Nightline Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	INSIDE HUD 1035 <u>Rate</u> \$250.00	:30	NM	1	\$250.00
	· · · · · · · · · · · · · · · · · · ·	Totals		356	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	255	\$231,600.00	\$196,860.00
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	356	\$321,300.00	\$273,105.00

Signature:	Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obtigated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not timited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Re	wision	Alt Order	44
	939457	/ 6	06262067	
Product	300.07	, ,	0020206	<u> </u>
DSCC-IE				
Contract Dates	Estimate #			
10/02/12 - 11/06/12	1533			
<u>Advertiser</u>			Original Date	/ Pavision
Democratic Senatorial Ca	ampaign Com	mittee	10/09/12	/ 10/09/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	ast	Cash
	Station	Accour	nt Executive	Sales Office
	WISN	Will Hil	debrandt	HRP -Washingto
	Special Hand	ling		
				ľ
	Demographic			
	Adults 35+			
•		[
	IDB#	Adverti	ser Code	Product Code
	8091	49		53

Advertiser Ref

Agency Ref

*Line Ch Start			on	Start/End Time	Davs	Spo Length Wee		Type	Snote	A
1 WISN 10/02 Start Date	/12 11/02 End Date			2-3pm/1-2p		:30		NM	10	Amount \$3,500.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	Rate				,	10	Ψ5,500.00
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00 \$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00 \$350.00				i		
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00 \$350.00						
N 2 WISN 10/02/	/12 11/02/	12 Late News					·			
Start Date	End Date	Weekdays	Spots/Week	10-1030p Rate		:30		NM	13	\$20,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
	<u>te Range</u>	<u>Descriptio</u>	<u>n</u>	Start/End Time	Weekday	<u>/s</u> Length	Rate	T		
3 W/SN 10			s 10 <i>PM</i>	10-1030p	- TuwThe		\$1,600.00	<u>Type</u> NM		
See MG 23	3, 7, 23, 8, 23, 9	,23.10		•		.50	Ψ1,000.00	IVIVI		
4 WISIV 10/	08/12-10/14	/12 Late News	s 10 <i>PM</i>	10-1030p	-TuWThF	: :30	\$ 1,600.00	NМ		
See MG 23 Week: 10/15/12	3.7,23.8,23.9					-	1.,000,00	/ / / /		
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	4	\$1,600.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	3	\$1,600.00				l		
		-TWTF	4	\$1,600.00	•					
3 WISN 10/02/ Start Date				10-11am		:30		NM	14	\$7,000.00
Week; 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week	<u>Rate</u>				, ,,,,,	17	\$7,000.00
Week: 10/08/12	10/14/12	-TWTF	2 2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00 \$500.00						
4 WISN 10/02/1	12 11/02/1	2 Late News	·		 					
Start Date	End Date	Weekdays	Spots/Week	1030p-11p		:30		NM	5	\$4,750.00
Week: 10/01/12	10/07/12	-TWTF	<u> </u>	<u>Rate</u> \$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00 \$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
				7500.00				- 1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Life transactions. IN - New, E - Edited, D - Deleted,

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Week: 10/22/12

10/28/12

-TWTF--

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 6 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca 10/09/12 / 10/09/12 Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date Weekdays End Date Spots/Week Rate Week: 10/29/12 11/04/12 -TWT F--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$750.00 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00 Week: 10/15/12 10/21/12 -TWTF--2 \$750.00 Week: 10/22/12 10/28/12 -TWTF--2 \$750.00 Week: 10/29/12 11/04/12 -TWTF--2 \$750.00 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11A-12P :30 NM 14 Start Date End Date \$3,150.00 Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$225.00 Week: 10/08/12 10/14/12 -TWTF--2 \$225.00 Week: 10/15/12 10/21/12 -TWTF--3 \$225.00 Week: 10/22/12 10/28/12 -TWTF--3 \$225.00 Week: 10/29/12 11/04/12 -TWTF--4 \$225.00 WISN 10/09/12 11/02/12 THE CHEW 12P-1P :30 NM 8 Start Date \$2,400.00 End Date Weekdays 1 4 1 Spots/Week Rate Week: 10/08/12 10/14/12 -TWTF--2 \$300.00 Week: 10/15/12 10/21/12 -TWTF--2 \$300.00 Week: 10/22/12 10/28/12 -TWTF--2 \$300.00 Week: 10/29/12 11/04/12 -TWTF--2 \$300.00 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 Start Date \$4,000.00 End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$400.00 Week: 10/08/12 10/14/12 -TWTF--2 \$400.00 Week: 10/15/12 10/21/12 -TWTF--2 \$400.00 Week: 10/22/12 10/28/12 -TWTF--2 \$400.00 Week: 10/29/12 11/04/12 -TWTF--2 \$400.00 WISN 10/02/12 11/02/12 3-4p :30 NM 10 \$5,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 -TWTF--2 \$500.00 Week: 10/22/12 10/28/12 -TWTF--2 \$500.00 Week: 10/29/12 11/04/12 -TWTF--2 \$500.00 WISN 10/02/12 11/02/12 DR. OZ 4P-5P :30 NM 10 \$6,000.00 End Date Start Date Weekdays Spots/Week <u>Rate</u> Week: 10/01/12 10/07/12 -TWTF--2 \$600.00 Week: 10/08/12 10/14/12 -TWTF--2 \$600.00 Week: 10/15/12 10/21/12 -TWTF--2 \$600.00 Week: 10/22/12 10/28/12 -TWTF--2 \$600.00 Week: 10/29/12 11/04/12 -TWTF--2 \$600.00 WISN 10/02/12 11/02/12 News M-F 5p 5-530pm :30 NM \$14,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,000,00 Week: 10/08/12 10/14/12 -TWTF--3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$1,000.00

\$1,000.00

3

3

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

10/09/12 / 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate #
<u>Advertiser</u>	Or	iginal Date / Revision

Democratic Senatorial Ca

*Line Ch Start	Date End [Data Dagarint	ian.	0. 4/5 4 5	_	Spot				
Start Date	End Date	Weekdays	Spots/Week	Start/End Time	Days	Length Wee	k Rate	Туре	Spots	Amount
Week: 10/29/12	11/04/12	-TWTF	3 3	<u>Rate</u> \$1,000.00						
12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF - -	Spots/Week	Rate						\$5,250.00
Week: 10/08/12	10/14/12	-TWTF	2 3	\$350.00 \$350.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	/12 11/02/	12 News M-F	6p	6-630pm		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				ľ		
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/13/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF -TWTF	3 3	\$1,200.00						
14 WISN 10/02				\$1,200.00						
Start Date	/12 11/02/ End Date	12 News M-F Weekdays		6-7A		:30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week; 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02/	12 11/02/1	12 Entertainm	ent Tonight	630p-7pm		:30				
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	11	\$9,350.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Spot Ch Da 1 WISN 10/	te Range	Descriptio		Start/End Time	Weekday	s <u>Length</u>	<u>Rate</u>	<u>Type</u>		
See MG 23		12 Entertainn	nent Tonight	630p-7pm	-TuWThF	:30	\$ 850.00	NM		
Week: 10/08/12	10/14/12	-TWTF	2	\$0.50.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00 \$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/	12 11/02/1	2 Good Morn	ing America	7-9a						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	21	\$21,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17 WISN 10/02/1				9-10am		:30		NM	14	\$6,300.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate					.,	Ψ0,000.00
Week: 10/08/12	10/14/12	-TWTF -TWTF	2 2	\$450.00 \$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00 \$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00 \$450.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00 \$450.00						
18 WISN 10/26/1										
	End Date	<u>Week</u> days	Spots/Week	Fri 9-10p <u>Rate</u>		:30		NM	1	\$3,000.00
				17910				- 1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Nolwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/09/12

/ 10/09/12



Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spo Days Length We				
Start Date End Date Weekdays Spots/Week	Rate	Days Length We	ek Rate	Type Sp.	ots	Amount
	\$3,000.00					
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1	Prime Other <u>Rate</u> \$5,000.00	:30		NM	5	\$25,000.00
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$5,000.00 \$5,000.00					
Spot Ch Date Range Description 3 W/SN 10/22/12-10/28/12 Dancing See MG 19.6	Start/End Time Prime Other	Weekdays Length M:30	<u>Rate</u> \$5,000.00	<u>Type</u> NM		
6 WISN 10/22/12-10/28/12 Dancing ⊕ MG for 19.3 10/22	Mon 7-8p	M: :30	\$5,000.00	NM		
Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	\$5,000.00 \$5,000.00					
20 WISN 10/22/12 10/29/12 Castle Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	Mon 9-10p <u>Rate</u> \$4,000.00	:30		NM	1	\$4,000.00
Spot Ch Date Range Description 1 W/SN 10/22/12-10/28/12 Castle Credited	Start/End Time Mon 9-10p	Weekdays Length M::30	<u>Rate</u> \$4,000.00	<u>Type</u> <i>NM</i>		
Week: 10/29/12 11/04/12 1 1	\$4,000.00					
21 WISN 10/06/12 11/03/12 Late News Sa 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	10-1035p <u>Rate</u>	:30		NM	5	\$3,000.00
Week: 10/08/12 10/14/121 1	\$600.00 \$600.00					
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$600.00 \$600.00					
Week: 10/29/12 11/04/121- 1	\$600.00					
22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date	230p-6p <u>Rate</u> \$6,500.00	:30		NM	1	\$6,500.00
Spot Ch Date Range Description 1 W/SN 10/08/12-10/14/12 College Football Game #2 See MG 22.2	Start/End Time 230 <i>p-</i> 6p	Weekdays Length	<u>Rate</u> \$ 6,500.00	<u>Type</u> NM		
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	- Sa :30	\$6,500.00	NM		
N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30		NM	8	\$8,250.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1	<u>Rate</u> \$500.00			1 6.00	Ü	90,230.00
Spot Ch Date Range Description 1 W/SN 10/01/12-10/07/12 News Sa 6p-630p See MG 23.6	Start/End Time 6-630pm	Weekdays Length	<u>Rate</u> \$500.00	<u>Type</u> <i>NM</i>		
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF: :30	\$1,350.00	NM		
Week: 10/08/12 10/14/121- 1	\$500.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

				<u></u>		10101101 00		10,00,12	, ,	0/03/12
						Spo	te!			
*Line Ch Start			n	Start/End Time	Days	Length Wee		Type S	pots	Amount
Start Date		Weekdays	Spots/Week							· intouni
	ate Range	Description		Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	<u>Type</u>		
2 VVISIV 11	3/08/12-10/14	4/12 News Sa 6	5p-630p	6-630pm		ia :30	\$500.00	NM		
7 M/ISM 1/	23.7,23.8,23.9	9,23.70	400000							
⊕ MG for 25	3/10/12-10/12 5 2 2 3 27 4 2	2/12 Late News	1030PM	1030p-11p	WThF-	: :30	\$1,500.00	NM		
8 WISN 10	7,2,2,4,27.1,2 1)/10/12_10/15	7.2,2.3,23.2 2/12 Late News	1020004	1000 11						
MG for 25	2242712	7 2 2 2 2 2 2 2	TOSOPIN	1030p-11p	wThF-	:30	\$1,500.00	MM		
9 WISN 10	0/10/12-10/12	2/12 Late News	1030PM	1030p-11p	WThF-					
MG for 25	.2,2,4,27,1,2	7.2.2.3.23.2	10001 [4]	1030p+11p	WIJE-	:30	\$1,500.00	NM		
10 WISN 10	0/13/12-10/13	1/12 Prime Nas	car	M-Su 6-1030PM			****			
MG for 25	.2,2.4,27.1,27	7.2,2.3,23.2		W 04 0 1000 W	3	a :30	\$900.00	NM		
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12	1-	1	\$500.00				- 1		
Week: 10/29/12	11/04/12	1-	1	\$500.00						
24 WISN 10/13	/12 11/03/	12 Sa 458-6a		456-6AM		.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	1-	1	\$200.00				[
Week: 10/15/12	10/21/12	1-	1	\$200.00				1		
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	1	\$200.00				i		
N 25 WISN 10/06	/12 11/03/1	12 News Sa 6p	-630p	6-630pm		:30		111		
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	4	\$2,800.00
Week: 10/01/12	10/07/12	1-	1	\$700.00				ı		
Week: 10/08/12	10/14/12	1-	1	\$700.00						
	ite Range	<u>Description</u>		Start/End Time	Weekdays	<u>Length</u>	<u>Rate</u>	Туре		
2 WISIN 70	/U8/12-10/14/	/12 News Sa 6p	o-630p	6-630pm	s	a :30	\$700.00	NM		
Week: 10/15/12	3.7,23.8,23.9, 10/21/12	,23.70 1 -						l		
Week: 10/22/12	10/21/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
			1	\$700.00						
26 WISN 10/06/ Start Date				6-7a		:30		NM	5	\$3,000.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week	Rate						44,000.00
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
N 27 WISN 10/20/	12 11/03/1	2 \$4.630.75	·							
Start Date	End Date	Weekdays	Spots/Week	630p-7p		:30		NM	0	\$0.00
Week: 10/15/12	10/21/12	1-	1	<u>Rate</u> \$500.00						
Spot Ch Dat	te Range	Description	·	Start/End Time	Weekdays	Lanath	D. (_		
1 WISN 10/	15/12-10/21/	12 SA 630-7p		630p-7p	Sa	<u>Length</u> :30	Rate	<u>Type</u>		
See MG 23	.7,23.8,23.9,2	23.10			20	.30	\$500.00	NM		
Week: 10/22/12	10/28/12		0	\$0.00				l		
	11/04/12	1-	1	\$500.00						
	<u>e Range</u>	<u>Description</u>		Start/End Time	Weekdays	Length	Rate	Туре		
		12 SA 630-7p		630p-7p	Sa		\$500.00	NM NM		
	.7,23.8,23.9,2					.00	¥555 .00	14141		
28 WISN 10/13/1	2 10/27/12	2 Sat 630-7p		630-7p		:30		NINA	0	60 000 00
				F		.50		NM	2	\$2,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/09/12

/ 10/09/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

									- / !	0/03/12
*line Ch Cta	d Dota Fad :	Data B				Spots/				
*Line Ch Sta				Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1-	1 0	\$1,000.00						
Week: 10/22/12	10/28/12	1-	1	\$0.00 \$1,000.00						
29 WISN 10/0			e College Footba							
Start Date		Weekdays	Spots/Week	l 7-1030p Rate		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00				I		
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/1		/12 News Sat	7-9a	7-9am	······································	:30	····	8184	4	
Start Date		<u>Weekdays</u>	Spots/Week	Rate		.50		NM	4	\$1,800.00
Week: 10/08/12 Week: 10/15/12	10/14/12	1-	1	\$450.00						
Week: 10/13/12	10/21/12 10/28/12	1- 1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/0			1	\$450.00						
Start Date		12 Late News	•	10p-1030p		:30		NM	5	\$8,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>				ľ	_	40,000.00
Week: 10/08/12	10/14/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00 \$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14	1/12 11/04/	12 Late News	SU 1030PM	1030p-11p						
Start Date		Weekdays	Spots/Week	Rate		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$950.00						
	11/04/12	1	1	\$950.00						
33 WISN 10/14			_	458-6AM		:30	****	NM	4	\$800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate					7	Ψ000.00
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00 \$200.00						
34 WISN 10/07										
Start Date	End Date	Weekdays	Spots/Week	530-6p		:30		MM	5	\$2,500.00
Week: 10/01/12	10/07/12	1	1	<u>Rate</u> \$500.00				1		
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07				6-7a		:30		NM	_	00.000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				IAIAL	5	\$2,000.00
Week: 10/08/12	10/07/12 10/14/12	1	1	\$400.00				Ī		
Week: 10/05/12	10/14/12	1 1	1	\$400.00						
Week: 10/13/12	10/21/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1 1	\$400.00						
36 WISN 10/21/			· · · · · · · · · · · · · · · · · · ·	\$400.00						
00 11.011 10/2//	10/2 / /	2 Once		Sun 7-8p		:30		NM	1	\$2,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

He arst television inc. does not discriminate in the sale of advertising time, and will accept to advertising which is alread with an intention of the sale of advertising time, and will accept to advertising which is alread with an intention of the sale of advertising time, and will accept to advertising which is alread with an intention.



	Contract / Revision 939457 / 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	0	riginal Date / Revision

WWW.WISH.COM		<u> </u>		Original Date / F	<u>kevision</u>
	D	emocratic Senatorial	10/09/12 /	10/09/12	
*Line Ch Start Date End Date Description	Start/End Time	e Days Length	Spots/ Week Rate	Type Spots	A
Start Date End Date Weekdays Spots/Week	Rate		TTOOK TRACE	Type Spots	Amount
Week: 10/15/12 10/21/121 1	\$2,500.00				
37 WISN 10/07/12 11/04/12 News Sun 7-9a	7-9am	:30)	NM s	
Week: 10/01/12	<u>Rate</u>	100	,	NM (\$2,000.00
Mark: 10/00/10 10/14/10	\$400.00			i	
Mook: 10/15/10 10/04/10	\$400.00				
Week: 10/22/12 10/28/121 1 Week: 10/22/12 10/28/121 1	\$400.00			i	
Week: 10/29/12 11/04/121 1	\$400.00 \$400.00				
38 WISN 10/14/12 11/04/12 This Week With George Ster Start Date End Date Weekdays Spots/Week	_	:30		NM 2	\$2,000.00
Week: 10/08/12 10/14/121 1	<u>Rate</u> \$1,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121 1	\$1,000.00			[
39 WISN 10/09/12 10/23/12 DanceResults	Tue 7-8p	:30			
Start Date End Date Weekdays Spots/Week	Rate	.50		NM 3	\$12,500.00
Week: 10/08/12 10/14/12 -1 1	\$5,000.00				
Spot Ch Date Range Description 1 W/SN 10/08/12-10/14/12 DanceResults	Start/End Time	<u>Weekdays</u> <u>Len</u>	<u>gth</u> <u>Rate</u>	Type	
1 W/SN 10/08/12-10/14/12 DanceResults See MG 39.3,39.4	Tue 7-8p	-Tu	:30 \$ 5,000.00	NM	
3 WISN 10/08/12-10/14/12 DWTS Results	Tue 0.0-	_			
® MG for 40.2,39.1	Tue 8-9p	-Tu	:30 \$5,000.00	NM	
4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis	Tue 7-8p	-Tu	:30 \$2.500.00	1	
	ор	, u	:30 \$2,500.00	NM	
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
	Tue 8-9p	:30		NM 1	#0 500 oo
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1	Rate			NM 1	\$2,500.00
Control District	\$2,500.00				
Spot Cn Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd	Start/End Time	Weekdays Lend	<u>gth</u> <u>Rate</u>	<u>Type</u>	
See MG 40.3	Tue 8-9p	-Tu	:30	NM	
3 WISN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu	.00 .00 =00 .00		
[™] See MG 40.4	700 0-5p	- I u	·30 \$2,500.00	NM	
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu	30 \$2,500.00	NM	
⊕ MG for 40.3 10/02	•		Φ2,500.00	14141	
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
	Start/End Time	Weekdays Lend	<u>ath</u> <u>R</u> ate	Туре	
2 W/SN 10/08/12-10/14/12 HappyEnd See MG 39.3,39.4	Tue 8-9p	-Tu	30 \$ 2,500.00	NM	
41 MICH 10/02/12 40/00/12 5: 15 11					
Ota-t Data - El Tella	Tue 9-10p	:30		NM 2	\$4,400.00
Week: 10/01/12	<u>Rate</u> \$2,200.00				* *, * * * * * * * * * * * * * * * * *
Snot Ch Data Banca Banca	Start/End Time	Mookdovo L		_	
1 MICAL 10/01/12 10/07/12	Tue 9-10p	Weekdays Lenc		<u>Type</u>	
See MG 41.4		u ====== ;	30 \$2,200.00	NM	
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th	30 \$2,200.00	NM	
(h) MG for 41.1 10/02	•	,	42,200.00	1.4141	
Week: 10/08/12 10/14/12 0	\$0.00			l	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 /	<u>n</u> 6	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE		Estimate # 1533
Advertiser Democratic Senatoria	I Ca		ginal Date / Revision 0/09/12 / 10/09/12

	<u></u>			
*Line Ch Start Date End Date Description	0	Spots/		
Start Date End Date Weekdays Spots/W	Start/End Time	Days Length Week Rate	Type Spots	Amount
Week: 10/15/12 10/21/12 -1 1	<u>eek Rate</u> \$2,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 W/SN 10/15/12-10/21/12 PrivatePractice Credited	Tue 9-10p	-Tu :30 \$ 2,200.00	NM	
Week: 10/22/12 10/28/12 0	\$0.00		İ	
Week: 10/29/12 11/04/12 -1 1	\$2,200.00		l	
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM 2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/W</u> Week: 10/15/12 10/21/12 -1 1	<u>eek</u> <u>Rate</u> \$3,000.00		_	\$0,000.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
1 W/SN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$3,000.00	NM	
Credited Week: 10/22/12 10/28/12 -1 1	62 000 00	,		
Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game		:30	3104	
Start Date End Date Weekdays Spots/We	<u>eek</u> <u>Rate</u>	.50	NM 1	\$7,000.00
	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Foo Start Date End Date Weekdays Spots/We	otbal 7-1030p <u>eek</u> Rate	:30	NM 2	\$2,600.00
Week: 10/29/12 11/04/122- 2	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM 2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/22/12 10/28/122 2			11111	Ψ450.00
46 WISN 10/22/12 10/22/12 General Hospital	\$225.00			
Start Date End Date Weekdays Spots/We	2-3pm/1-2p <u>:ek</u> <u>R</u> ate	:30	NM 1	\$350.00
Week: 10/22/12 10/28/12 1 1	\$350.00			
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/We	2-3pm/1-2p	:30	NM 1	\$350.00
Start Date End Date Weekdays Spots/We Week: 11/05/12 11/11/12 -1 1	<u>ek</u> <u>Rate</u> \$350.00			7-00.00
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30		
Start Date End Date Weekdays Spots/We	<u>ek Rate</u>	.50	NM 4	\$6,400.00
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,600.00			
Week: 10/29/12 11/04/12 1 1	\$1,600.00 \$1,600.00			
Week: 11/05/12 11/11/12 1 1	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM 4	\$2,000.00
Start Date End Date Weekdays Spots/We Week: 10/15/12 10/21/12 1 1				₽ ≥,000.00
Week: 10/22/12 10/28/12 1 1	\$500.00 \$500.00			
Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1 1	\$500.00			
50 WISN 11/06/12 11/06/12 The View Start Date End Date Weekdays Spots/Wee	10-11am	:30	NM 1	\$500.00
Start Date End Date Weekdays Spots/Wee Week: 11/05/12 11/11/12 -1 1	<u>Rate</u> \$500.00			
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30		
Start Date End Date Weekdays Spots/Wee	<u>Rate</u>	.90	NM 4	\$900.00
Week: 10/15/12	\$225.00			
	\$225.00]	

(* Line Transactions: N = New, E = Edited, D = Deleted)
Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertision time, and will receive the sale of advertision time.



Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

										0/03/12
*Line Ch Start	: Date End	Date Descrip	tion	Start/End Time	D	Spots/				
Start Date					Days	Length Week	Rate	Type S	Spots	Amount
Week: 10/29/12	11/04/12	1	Spots/Week 1	<u>Rate</u> \$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00 \$225.00				1		
52 WISN 10/29	9/12 11/05	7/12 3-4p	<u> </u>							
Start Date			Spots/Week	3-4p Rate		:30		NM	2	\$1,000.00
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
53 WISN 11/06	7/12 11/06	/12 3-4p		3-4p		:30				
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>R</u> ate		.50		NM	1	\$500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00						
54 WISN 10/29				4P-5P		:30		NM	2	04.000.00
<u>Start Date</u> Week: 10/29/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		.00		INIVI	2	\$1,200.00
Week: 11/05/12	11/04/12 11/11/12	1	1	\$600.00				1		
·		1	1	\$600.00				- 1		
55 WISN 10/15 Start Date				5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1- 	Spots/Week	Rate					•	\$1,000.00
Week: 10/22/12	10/28/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				Ì		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A	·					
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10 <i>[</i> 28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/		12 News M-F	`6р	6-630pm		:30		NM	5	#C 000 00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		,,,,		INIVI	Ð	\$6,000.00
Week: 10/15/12	10/14/12 10/21/12	1	1	\$1,200.00				1		
Week: 10/13/12 Week: 10/22/12	10/21/12	1 -	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/			^-	\$1,200.00						
Start Date	End Date	12 News M-F <u>Weekd</u> ays	Spots/Week	6-7A		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	<u> </u>	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/		12 News M-F	6a	6-7A		:30		AIDA	4	04.000.41
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>R</u> ate		.00		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/1	_		ent Tonight	630p-7pm		:30		NM	3	\$2.550.00
<u>Start Date</u> Week: 10/22/12	End Date	Weekdays	Spots/Week	Rate				,	J	\$2,550.00
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08/1				\$850.00						
Start Date	12 11/05/1 End Date	2 Good Morn Weekdays		7-9a		:30		NM	5	\$5,000.00
	and Date	-vectoays	<u>Spots/Week</u>	<u>Rate</u>				I		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

Totals

354

\$321,300.00

*Line Ch Start Date End Date Description	C+		Spots/			
	Start/End Time	Days L	ength Week	Rate Ty	pe Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 1 1	<u>Rate</u> \$1,000.00					
Week: 10/15/12 10/21/12 1 1	\$1,000.00					
Week: 10/22/12 10/28/12 1 1	\$1,000.00					
Week: 10/29/12 11/04/12 1 1	\$1,000.00					
Week: 11/05/12 11/11/12 1 1	\$1,000.00					
62 WISN 11/06/12 11/06/12 Good Morning America	7-9a		:30	N.		C4 000 00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	<u>Rate</u>		.00	IN	IVI I	\$1,000.00
	\$1,000.00					
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!	9-10am		:30	N	M 4	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1	Rate				·" '	\$1,600.00
Week: 10/22/12 10/28/12 1 1	\$450.00					
Week: 10/29/12 11/04/12 1 1	\$450.00 \$450.00					
Week: 11/05/12 11/11/12 1 1	\$450.00 \$450.00					
64 WISN 10/06/12 10/06/12 PostBadger					4	
Start Date End Date Weekdays Spots/Week	PostBadger <u>Rate</u>		:30	N	M 1	\$1,000.00
Week: 10/01/12 10/07/12S- 1	\$1,000.00					
65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost	630-7p, 6-630p		:30		. 	
Start Date End Date Weekdays Spots/Week	Rate		.50	N	M 1	\$1,500.00
Week: 10/01/12 10/07/12S- 1	\$1,500.00					
66 WISN 10/04/12 10/04/12 LastResort	Thu 7-8p		:30	N	т И 1	63 000 00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1	<u>Rate</u>			140	"	\$3,000.00
	\$3,000.00					
67 WISN 10/04/12 10/05/12 News M-F 5a Start Date End Date Weekdays Snots/Meek	5-6A		:30	N	VI 1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1	Rate					4500.50
68 WISN 10/06/12 10/06/12 Sa 458-6a	\$350.00				_	
Start Date End Date Weekdays Spots/Week	456-6AM		:30	NI	/ 1	\$250.00
Week: 10/01/12 10/07/12\$- 1	<u>Rate</u> \$250,00					
69 WISN 10/07/12 10/07/12 Su 458-6a	458-6AM				_	
Start Date End Date Weekdays Spots/Week	Rate		:30	N	<i>I</i> 1	\$200.00
Week: 10/01/12 10/07/12S 1	\$200.00					
70 WISN 10/04/12 10/05/12 KATIE COURIC	M-F 2-3P		:30	N	7 .	6000.00
Start Date End Date Weekdays Spots/Week	Rate		.00	IAL	1 2	\$800.00
Week: 10/01/12 10/07/12TF 2	\$400.00					
71 WISN 10/04/12 10/05/12 Nightline	11p-1130p		:30	NN	1 1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	Rate					\$1,000,00
	\$1,500.00					
	INSIDE HUD 1035		:30	Nı	1 1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/125- 1	<u>Rate</u> \$250.00					
	4200,00					

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	254	\$232,100.00	\$197,285.00
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00
Totals	354	\$321,300.00	\$273,105.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$273,105.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revis	ion	Alt Order #			
	939457 /	6	06262067			
Contract Dates	Product		Estimate #			
10/02/12 - 11/06/12	DSCC-IE		1533			
Advertiser Democratic Senatorial Ca			ginal Date / Revision 10/09/12 / 10/09/12			

Signature:	Date:	
------------	-------	--

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bitts rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	<u>/ision</u>	Alt	Order#			
	939457	/ 7	062	62067			
Product	<u> </u>						
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
Advertiser			Origina	al Date /	Revision		
Democratic Senatorial Ca	ampaign Com	mittee	10/10	0/12	/ 10/10/12		
	Billing Cycle	Billing	Calend	<u>ar</u>	Cash/Trade		
	EOM/EOC	Broado	cast		Cash		
	Station	Accou	nt Exec	<u>utive</u>	Sales Office		
	WISN	Will Hi	ldebr an	dt	HRP -Washingt		
	Special Handl	ling			,		
	Demographic		***************************************				
	Adults 35+						
	IDB#	Advert	iser Co	<u>de</u>	Product Code		
	8091	49			53		
	Agency Ref	•	Ad	vertiser	Ref		

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 <u>Weekdays</u> Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 -TWTF--2 10/14/12 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 2 -TWTF--\$350.00 Week: 10/29/12 11/04/12 -TWTF--\$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM \$20,800.00 13 End Date Start Date Weekdays 1 Spots/Week Rate Week: 10/01/12 10/07/12 2 \$1,600.00 -TWTF--Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF---:30 \$1,600,00 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--\$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 The View 11/02/12 10-11am :30 NM 12 \$6,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 -TWTF--10/14/12 2 \$500.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays Length Rate Type 3 W/SN 10/08/12-10/14/12 The View 10-11am -TuWThF---:30 \$500.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 NM \$500.00 See MG 11.15.11.16.11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week; 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p NM \$4,750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	939457 / 7	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

						Spots/				
		ate Descriptio		Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	<u>Rate</u> \$950.00			,, ,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			****
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02	/12 11/02/	12 Nightline	······································	11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					Ū	40,000.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02				M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$225.00						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09/	/12 11/02/ ⁻	12 THE CHEW	I	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1.4141	U	¥2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				ļ		
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02/				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate				l		
Week: 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2	\$400.00						
Week: 10/15/12	10/14/12	-TWTF	2 2	\$400.00 \$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/				3-4p		:30		NM	10	&E 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF 	Spots/Week	Rate						
Week: 10/01/12	10/14/12	-TWTF	2 2	\$600.00 \$600.00						
Week: 10/06/12	10/21/12	-TWTF	2	\$600.00 \$600.00				ŀ		
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02/				5-530pm		·30		218.4	4-	640.000.00
Start Date	End Date	Weekdays	بر <u>Sp</u> ots/Week	Rate		:30		NM	15	\$16,200.00
			<u></u>	i zate				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Contract / Revision Alt Order# 939457 06262067 / 7 Contract Dates Product Estimate # DSCC-IE

1533

Original Date / Revision <u>Advertiser</u> 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
	<u>Week Rate</u> 2 \$1,000.00			
	\$1,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$ 1,000.00	NM	
See MG 11.15,11.16,11.17				
4 WISN 10/08/12-10/14/12 News M-F 5p	5-530pm	-TuWThF :30 \$1,000.00	NM	
See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonigh	t M-Su 530-6p	Th :30 \$3,000.00	ММ	
MG for 13.5,11.3,11.4,3.4,3.316 WISN 10/13/12-10/13/12 College Football Ga	ame #1 11a-230	Sa :30 \$700.00	ММ	
→ MG for 13.5,11.3,11.4,3.4,3.3				
17 WISN 10/12/12-10/12/12 Jimmy Kimmel	1130-1230a	F :30 \$500.00	NM	
MG for 13.5,11.3,11.4,3.4,3.3				
	3 \$1,000.00		1	
	3 \$1,000.00 3 \$1,000.00			
12 WISN 10/02/12 11/02/12 News M-F 5a	5-6A	:30	NM 15	\$5,250.00
	<u>Week</u> <u>Rate</u> 2 \$350.00			
	3 \$350.00		j	
	3 \$350.00			
	3 \$350.00			
	\$350.00			
N 13 WISN 10/02/12 11/02/12 News M-F 6p	6-630pm	:30	NM 13	£1.5.00.00
· · · · · · · · · · · · · · · · · · ·	Week Rate	.30	MINI 12	\$15,600.00
	2 \$1,200.00			
Week: 10/08/12	\$1,200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
5 WISN 10/08/12-10/14/12 News M-F 6p	6-630pm	-TuwThF :30 \$1,200,00	NM	
See MG 11.15,11.16,11.17				
	3 \$1,200.00			
	3 \$1,200.00			
Week: 10/29/12 11/04/12 -TwTF :	3 \$1,200.00			
14 WISN 10/02/12 11/02/12 News M-F 6a	6-7A	:30	NM 15	\$15,000.00
	Week Rate			
	\$1,000.00			
	3 \$1,000.00			
	3 \$1,000.00 3 \$1,000.00			
	\$1,000.00 \$1,000.00			
				
15 WISN 10/02/12 11/02/12 Entertainment Tonig	* *	:30	NM 11	\$9,350.00
Week: 10/01/12 10/07/12 -TWTF	Week <u>Rate</u> 2 \$850.00		_	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/01/12-10/07/12 Entertainment Toni	ght 630p-7pm	-TuwThF :30 \$850.00	NM	
See MG 23.6	2 6050 00			
	2 \$850.00			
	3 \$850.00			
Week: 10/22/12	2 \$850.00		l	

10/02/12 - 11/06/12

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sate of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Alt Order# Contract / Revision 06262067 939457

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
Start Date End Date Weekdays SpotsWeek	Rate				
Week: 10/29/12 11/04/12 -TWTF 3	\$850.00				
16 WISN 10/02/12 11/02/12 Good Morning America	7-9a	:30	NM	21	\$21,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TwTF 3	<u>Rate</u> \$1,000.00				
Week: 10/08/12 10/14/12 -TWTF 4	\$1,000.00				
Week: 10/15/12 10/21/12 -TWTF 4	\$1,000.00		İ		
Week: 10/22/12 10/28/12 -TWTF 5	\$1,000.00				
Week: 10/29/12 11/04/12 -TWTF 5	\$1,000.00				
17 WISN 10/02/12 11/02/12 LIVE WITH KELLY!	9-10am	:30	NM	14	\$6,300.00
Start Date End Date Weekdays Spots/Week	Rate	· · ·			,
Week: 10/01/12 10/07/12 -TWTF 2	\$450.00		İ		
Week: 10/08/12	\$450.00				
Week: 10/15/12	\$450.00				
Week: 10/22/12	\$450.00				
Week: 10/29/12 11/04/12 -TwTF 4	\$450.00				
18 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/121 1	\$3,000.00				
19 WISN 10/08/12 11/05/12 Dancing	Prime Other	:30	NM	5	\$25,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate				
Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1	\$5,000.00 \$5,000.00				
Week: 10/13/12 10/21/12 1 1	\$5,000.00				
Spot Ch Date Range <u>Description</u>	Start/End Time	Weekdays Length Rate	Туре		
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	M :30 \$5,000.00	NM		
See <i>MG</i> 19.6		, , , , , , , , , , , , , , , , , , ,			
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M::30 \$5,000.00	NM		
MG for 19.3 10/22					
Week: 10/29/12 11/04/12 1 1	\$5,000.00		1		
Week: 11/05/12 11/11/12 1 1	\$5,000.00				
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM	1	\$4,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/22/12 10/28/12 1 1	\$4,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	M: :30 \$4,000.00	NM		
Credited Week: 10/29/12 11/04/12 1 1	\$4,000.00				
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM	5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	7 1141	•	Ψ0,000.00
Week: 10/01/12 10/07/121 1	\$600.00				
Week: 10/08/12 10/14/121- 1	\$600.00				
Week: 10/15/12 10/21/121- 1	\$600.00		l		
Week: 10/22/12 10/28/121- 1	\$600.00		- 1		
Week: 10/29/12 11/04/121- 1	\$600.00				
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM	1	\$6,500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/08/12 10/14/121- 1	\$6,500.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Alt Order# Contract / Revision 939457 06262067

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 W/SN 10/08/12-10/14/12 College Football Game #2	230 <i>p-6p</i>	Sa :30 \$6,500.00	NM	
See MG 22.2	000 0			
2 WISN 10/06/12-10/06/12 College Football BADGER	230p-6p	Sa :30 \$6,500.00	NM	
(b) MG for 22.1 10/13				
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 8	\$8,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Tuno	
1 W/SN 10/01/12-10/07/12 News Sa 6p-630p	6-630pm	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$500.00	<u>Type</u> <i>NM</i>	
See MG 23.6	0-030pm	Sa50 0500.00	10101	
6 WISN 10/01/12-10/07/12 Late News 1030PM	1030p-11p	MTuWThF :30 \$1,350.00	NM	
MG for 15.1,23.1				
Week: 10/08/12 10/14/121- 1	\$500.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$500.00	NM	
See MG 23.7,23.8,23.9,23.10	•			
7 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
(f) MG for 25.2,2.4,27.1,27.2,2.3,23.2				
8 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2				
9 WISN 10/10/12-10/12/12 Late News 1030PM	1030p-11p	WThF :30 \$1,500.00	NM	
MG for 25.2,2.4,27.1,27.2,2.3,23.2				
10 WISN 10/13/12-10/13/12 Prime Nascar	M-Su 6-1030PM	Sa :30 \$900.00	NM	
	¢500.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$500.00 \$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00 \$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1- 1	<u>Rate</u> \$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
		-20		
25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM 4	\$2,800.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Туре	
2 W/SN 10/08/12-10/14/12 News Sa 6p-630p	6-630pm	Sa :30 \$700.00	NM	
See MG 23.7,23.8,23.9,23.10	/-	100 0,000	*****	
Week: 10/15/12 10/21/121- 1	\$700.00		ļ	
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	· · · · · · · · · · · · · · · · · · ·	90,000.00
Week: 10/01/12 10/07/121 1	\$600.00		ļ	
Week: 10/08/12 10/14/121- 1	\$600.00		l	
Week: 10/15/12 10/21/121- 1	\$600.00			
			•	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bilts rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067 Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

**Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount			Spots/		
Week: 1072/12 1072/12	*Line Ch Start Date End Date Description	Start/End Time	·	Type Spots	Amount
Week: 10/29/12 11/49/12 1 1 \$500.00 \$0.00 \$0.00					
27 WISN 10/20/12 11/03/12 SA 830-7p Spots/Week 1 Spots/Week Spots/Week 1 Spots/Week Spots/Week 1 Spots/Week					
Start Date End Date Meekdays SpotsWeek Rate S00.00 Start/End Time Meekdays Lendth Rate Type S00.00 N/M S00.00 N					
Solic Date Range			:30	NM 0	\$0.00
Spot Ch Date Range Description StartEnd Time Weekdays Length Rate Type					
Wish 101/81/2-102/1/2 SA 630-7p S30-7p	-		Maakdaya Lanath Bata	Tuna	
See MG 23,723,823,923,10 Week: 1072912 1170412 0 \$50.00 S500.00 Week: 1072912 1170412 1 \$500.00 S500.00 Week: 1072912 1170412 Sata/End Time Weekdays Lenoth Rate Type S500.00 NM See MG 23,723,823,923.10 S600.70 Sata/End Time Sata/End Time S600.00 S600.00 S600.00 NM S600.00					
Week: 1072/12 1072/12	•	000p / p	3a .30 4000.00	JAW :	
Specific Date Range Description Start/End Time Weekdays Length Rate Type 3509-70 Scent S		\$0.00			
2 WISN 10/29/12 10/21/12 Sat 630-7p 630p-7p	Week: 10/29/12 11/04/121- 1	\$500.00			
See MG 23,7,23,8,23,9,23,10		Start/End Time	Weekdays Length Rate	<u>Type</u>	
28 WISN 10/13/12 10/27/12 Sat 830-7p 630-7p :30 NM Start Date End Date Weekdays SpotsWeek Rate Week: 10/05/12 10/14/12	•	630p-7p	Sa :30 \$500.00	NM	
Start Date End Date Weekdays Spots/Week Rate					
Week: 10/16/12 10/24/12		·	:30	NM 2	\$2,000.00
Week: 10/15/12 10/21/12					
Week: 10/22/12 10/28/121 1 \$1,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3,000.00 3 3 3 3,000.00 3 3 3 3,000.00 3 3 3 3,000.00 3 3 3 3 3,000.00 3 3 3 3 3 3 3 3 3		·			
29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p 30 NM 3 \$3,000.00	•			1	
Start Date End Date Weekdays Spots/Week Rate St.,000.00			•30	NIM 2	#B 000 00
Week: 10/03/12 10/07/12 1 1 \$1,000.00			:30	NIVI 3	\$3,000.00
Week: 10/15/12 10/21/12 10/21/12 11/03/12 News Sat 7-9a 7-9am 30 NM 4 \$1,800.00					
30 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am :30 :3	Week: 10/08/12 10/14/12 0	\$0.00			
Start Date End Date Weekdays Spots/Week Rate \$450.00	Week: 10/15/12 10/21/122- 2	\$1,000.00			
Week: 10/08/12		7-9am	:30	NM 4	\$1,800.00
Week: 10/15/12 10/21/12 1 1 \$450.00					
Week: 10/22/12 10/28/12 1- 1 \$450.00 Week: 10/29/12 11/04/12 1- 1 \$450.00 31 WiSN 10/07/12 11/04/12 Late News 10pm 10p-1030p :30 NM 5 \$8,000.00 Week: 10/01/12 End Date End Date Weekdays Spots/Week Rate Staft Date Week1 10/07/12 NM 5 \$8,000.00 Week: 10/08/12 10/14/12 1 1 \$1,600.00 9 <t< td=""><td></td><td></td><td></td><td></td><td></td></t<>					
Week: 10/29/12 11/04/12 1 1 \$450.00 31 WiSN 10/07/12 11/04/12 Late News 10pm 10p-1030p :30 NM 5 \$8,000.00 Start Date Week: 10/07/12 End Date 10/07/12 Weekdays Spots/Week		·			
31 WISN 10/07/12 11/04/12 Late News 10pm 10p-1030p 30 NM 5 \$8,000.00					
Start Date End Date Weekdays Spots/Week Rate Rate	31 WISN 10/07/12 11/04/12 Late News 10nm		•30	NIM #	£0.000.00
Week: 10/01/12 10/07/12 1 1 \$1,600.00 Week: 10/08/12 10/14/12 1 1 \$1,600.00 Week: 10/15/12 10/21/12 1 1 \$1,600.00 Week: 10/22/12 10/28/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date Week: 10/08/12 End Date Weekdays Spots/Week Rate Sp50.00 Sp50.00 NM 4 \$3,800.00 Week: 10/15/12 10/21/12 1 1 \$950.00 NM 4 \$3,800.00 Week: 10/15/12 10/21/12 1 1 \$950.00 NM 4 \$800.00 Week: 10/29/12 11/04/12 1 1 \$950.00 NM 4 \$800.00 Week: 10/16/12 10/14/12 1 1 \$950.00 NM 4 \$800.00 Week: 10/15/12 10/14/12 1 1 \$200.00 NM	F		.30	D ININI	\$8,000.00
Week: 10/15/12 10/21/12 1 1 \$1,600.00 Week: 10/22/12 10/28/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 1 1 \$1,600.00 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030P-11p 130 SO NM 4 \$3,800.00 Start Date Week: 10/08/12 End Date 10/14/12 Weekdays Spots/Week 10/29/12 Rate 10/29/12 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 Week: 10/29/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date Weekdays End Date Weekdays Spots/Week 10/08/12 Rate 10/14/12 Rate 200.00 Rate 200.00 NM 4 \$800.00 Week: 10/15/12 10/21/12 1 1 \$200.00 NM 4 \$800.00 Week: 10/22/12 10/28/12 1 1 \$200.00 NM 4 \$800.00				i	
Week: 10/22/12 10/28/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 1 1 \$1,600.00 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date Week: 10/08/12 End Date Weekdays Spots/Week Week: 10/08/12 Rate Sp50.00 ***		\$1,600.00			
Week: 10/29/12 11/04/12 1 1 \$1,600.00 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date Weekdays End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date Week: 10/08/12 End Date Weekdays Spots/Week Rate Rate Scool Rate Scool					
32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date End Date Weekdays Spots/Week Rate \$950.00		•			
Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$200.00 Week: 10/15/12 10/21/12 1 1 \$200.00 Week: 10/22/12 10/28/12 1 1 \$200.00		\$1,600.00			
Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date Week: 10/08/12 End Date 10/14/12 Weekdays 200.00 Spots/Week 200.00 Rate 200.00 Week: 10/15/12 10/21/12 1 1 \$200.00 Week: 10/22/12 10/28/12 1 1 \$200.00			:30	NM 4	\$3,800.00
Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date Week: 10/08/12 End Date 10/14/12 Weekdays 200.00 Rate 200.00 NM 4 \$800.00 Week: 10/15/12 10/21/12 1 1 \$200.00 Week: 10/22/12 10/28/12 1 1 \$200.00					
Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date End Date Weekdays 10/08/12 10/14/121 1 \$200.00 Week: 10/08/12 10/14/121 1 \$200.00 Week: 10/22/12 10/28/121 1 \$200.00	·				
Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date Week: 10/08/12 End Date 10/14/12 Weekdays Spots/Week Rate 200.00 Rate 200.00 Week: 10/15/12 10/21/12 1 1 \$200.00 Week: 10/22/12 10/28/12 1 1 \$200.00 Week: 10/22/12 10/28/12 1 1 \$200.00					
33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/121 1 \$200.00 Week: 10/15/12 10/21/121 1 \$200.00 Week: 10/22/12 10/28/121 1 \$200.00	·				
Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$200.00 Week: 10/15/12 10/21/12 1 1 \$200.00 Week: 10/22/12 10/28/12 1 1 \$200.00			•30	NM 4	8900 00
Week: 10/08/12 10/14/12 1 1 \$200.00 Week: 10/15/12 10/21/12 1 1 \$200.00 Week: 10/22/12 10/28/12 1 1 \$200.00			.00	14141	JU. UU0
Week: 10/22/12 10/28/121 1 \$200.00	Week: 10/08/12 10/14/121 1				
	·				
vveek: 10/29/12 11/04/121 1 \$200,00					
	vveek: 10/29/12	\$200.00		Į.	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 06262067 939457 / 7 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1**5**33

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

					Spot	:s/			
*Line Ch Start Date End	Date Description	1	Start/End Time	Days Lo	ength Wee	k Rate	Type S ₁	oots	Amount
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate		,				***
34 WISN 10/07/12 11/04	1/12 News Sun 5	30pm	530-6p		:30		NM	5	\$2,500.00
Start Date End Date		Spots/Week	Rate						
Week: 10/01/12 10/07/12	1	1	\$500.00						
Week: 10/08/12 10/14/12	1	1	\$500.00						
Week: 10/15/12 10/21/12	1	1	\$500.00						
Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	1 1	1	\$500.00 \$500.00						
		<u> </u>							
35 WISN 10/07/12 11/04		Spots/Week	6-7a		:30		NM	5	\$2,000.00
Start Date End Date Week: 10/01/12 10/07/12		<u> 5001574466K</u>	<u>Rate</u> \$400.00						
Week: 10/08/12 10/14/12	1	1	\$400.00						
Week: 10/15/12 10/21/12	1	1	\$400.00						
Week: 10/22/12 10/28/12	1	1	\$400.00						
Week: 10/29/12 11/04/12	1	1	\$400.00						
36 WISN 10/21/12 10/21	I/12 Once		Sun 7-8p		:30		NM	1	\$2,500.00
Start Date End Date		Spots/Week	Rate					•	42,000.00
Week: 10/15/12 10/21/12	1	1	\$2,500.00						
37 WISN 10/07/12 11/04	1/12 News Sun 7	-9a	7-9am		:30		NM	5	\$2,000.00
Start Date End Date		Spots/Week	<u>Rate</u>						
Week: 10/01/12 10/07/12	1	1	\$400.00						
Week: 10/08/12 10/14/12	1	1	\$400.00						
Week: 10/15/12 10/21/12	1	1	\$400.00						
Week: 10/22/12 10/28/12	1	1	\$400.00						
Week: 10/29/12 11/04/12	1	1	\$400.00			······································			
38 WISN 10/14/12 11/04		With George Ste	•		:30		NM	2	\$2,000.00
Start Date End Date Week: 10/08/12 10/14/12		Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12 10/21/12		Ö	\$0.00						
Week: 10/13/12 10/28/12		0	\$0.00						
Week: 10/29/12 11/04/12	1	1	\$1,000.00				1		
39 WISN 10/09/12 10/23	3/12 DanceResul	lta .	Tue 7-8p		:30		NM	3	£12 £00 00
Start Date End Date		Spots/Week	Rate		.50		MIN	J	\$12,500.00
Week: 10/08/12 10/14/12		1	\$5,000.00						
Spot Ch Date Range	<u>Description</u>		Start/End Time	<u>Weekdays</u>	<u>Length</u>	Rate	<u>Type</u>		
1 WISN 10/08/12-10/1	14/12 DanceResu	ılts	Tue 7-8p	-Tu	:30	\$5,000.00	NM		
See MG 39.3,39.4									
3 WISN 10/08/12-10/1	4/12 DWTS Res	ults	Tue 8-9p	-Tu	:30	\$5,000.00	NM		
(f) MG for 40.2,39.1	AMO DIATO I		·	_					
4 WISN 10/08/12-10/1 (₩) MG for 40.2.39.1	14/12 DVV15-Jud	iges Analysis	Tue 7-8p	-Tu	:30	\$2,500.00	NM		
(m) MG for 40.2,39.1 Week: 10/15/12 10/21/12		0	\$0.00				- 1		•
Week: 10/13/12 10/21/12 Week: 10/22/12 10/28/12		1	\$5,000.00						
		1			.00				
40 WISN 10/02/12 10/09 Start Date End Date	9/12 HappyEnd Weekdays	Spots/Week	Tue 8-9p Rate		:30		NM	1	\$2,500.00
Week: 10/01/12 10/07/12		<u> </u>	\$2,500.00						
=		·	7-1				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order# Contract / Revision 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	te TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate Start/End Time	Maakdaya Lanath Da	to Tuno		
Spot Ch Date Range Description 1 W/SN 10/01/12-10/07/12 HappyEnd	Start/End Time Tue 8-9p	Weekdays Length Ra			
See MG 40.3	rue 0-3p	10 .50 02,500.	14141		
3 W/SN 10/01/12-10/07/12 DWTS Results	Tue 8-9p	-Tu :30 \$2 .500. (NM G		
(h) See MG 40.4					
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2,500.0	O NM		
→ MG for 40.3 10/02					
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Ra</u>			
2 W/SN 10/08/12-10/14/12 HappyEnd	Tue 8-9p	-Tu :30 \$ 2,500.	PO NM		
See MG 39.3,39.4					
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM	2	\$4,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	Rate				
Week: 10/01/12	\$2,200.00 Start/End Time	Modedays Longth Do	to Tuno		
1 W/SN 10/01/12-10/07/12 PrivatePractice	Tue 9-10p	<u>Weekdays Length Ra</u> -Tu :30 \$2,200.			
See MG 41.4	14e 3-10p	-1u50 \$2,200.	10101		
4 WISN 10/01/12-10/07/12 Scandal	Thu 9-10p	Th :30 \$2,200.0	00 NM		
→ MG for 41.1 10/02					
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/12 -1 1	\$2,200.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> Ra	<u>te Type</u>		
2 WISN 10/15/12-10/21/12 PrivatePractice	Tue 9-10p	-Tu: :30 \$ 2,200.	90 NM		
Credited					
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00				
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM	2	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/15/12 10/21/12 -1 1	<u>Rate</u> \$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Ra	te Type		
1 WISN 10/15/12-10/21/12 HappyEnd	Tue 8-9p	-Tu :30 \$3,000.			
Credited	, ac c op	10 ,000.	· ''''		
Week: 10/22/12 10/28/12 -1 1	\$3,000.00				
Week: 10/29/12 11/04/12 -1 1	\$3,000.00		l l		
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30	NM	1	\$7,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/22/12 10/28/121- 1	\$7,000.00				
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030p	:30	NM	2	\$2,600.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/29/12 11/04/122- 2	\$1,300.00				
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A_	:30	NM	2	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2	Rate				
	\$225.00				
46 WISN 10/22/12 10/22/12 General Hospital	2-3pm/1-2p	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00				
		^^		_	**
47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p <u>Rate</u>	:30	NM	1	\$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00		į		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 06262067 939457 7 7

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/10/12 / 10/10/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type S	nots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Days Longin Hook Hotel	1,500	P	, arround
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM	4	\$6,400.00
Start Date End Date Weekdays Spots/Week	Rate	.00	14141	7	\$0,400.00
Week: 10/15/12 10/21/12 1 1	\$1,600.00				
Week: 10/22/12 10/28/12 1 1	\$1,600.00				
Week: 10/29/12 11/04/12 1 1	\$1,600.00				
Week: 11/05/12 11/11/12 1 1	\$1,600.00		1		
49 WISN 10/15/12 11/05/12 The View	10-11am	:30	NM	4	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/15/12 10/21/12 1 1	\$500.00				
Week: 10/22/12 10/28/12 1 1	\$500.00				
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 11/05/12 11/11/12 -1 1	\$500.00				
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM	4	\$900.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	<u>Rate</u> \$225.00				
Week: 10/13/12 10/28/12 1 1	\$225.00 \$225.00				
Week: 10/29/12 11/04/12 1 1	\$225.00 \$225.00				
Week: 11/05/12 11/11/12 1 1	\$225.00				
52 WISN 10/29/12 11/05/12 3-4p	3-4p	:30	NM	2	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	.50	INIV	2	\$1,000.00
Week: 10/29/12 11/04/12 1 1	\$500.00				
Week: 11/05/12 11/11/12 1 1	\$500.00				
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week	Rate				4444.00
Week: 11/05/12 11/11/12 -1 1	\$500.00				
54 WISN 10/29/12 11/05/12 DR. OZ	4P-5P	:30	NM	2	\$1,200.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/29/12 11/04/12 1 1	\$600.00				
Week: 11/05/12 11/11/12 1 1	\$600.00				
55 WISN 10/15/12 11/05/12 News M-F 5p	5-530pm	:30	NM	4	\$4,000.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1	Rate				
Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	\$1,000.00 \$1,000.00				
Week: 10/29/12 11/04/12 1 1	\$1,000.00				
Week: 11/05/12 11/11/12 1 1	\$1,000.00		1		
56 WISN 10/15/12 11/05/12 News M-F 5a		•30	NIN A	4	¢4 400 00
Start Date End Date Weekdays Spots/Week	5-6A Rate	:30	NM	4	\$1,400.00
Week: 10/15/12 10/21/12 1 1	\$350.00				
Week: 10/22/12 10/28/12 1 1	\$350.00				
Week: 10/29/12 11/04/12 1 1	\$350.00		ļ		
Week: 11/05/12 11/11/12 1 1	\$350.00				
57 WISN 10/08/12 11/05/12 News M-F 6p	6-630pm	:30	NM	5	\$6,000.00
Start Date End Date Weekdays Spots/Week	Rate			_	, - ,
Week: 10/08/12 10/14/12 1 1	\$1,200.00				
Week: 10/15/12 10/21/12 1 1	\$1,200.00		l		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Nolwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 7 7 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

					Spots/				
*Line Ch Start Date Er			Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/		Spots/Week 1	<u>Rate</u> \$1,200.00						
Week: 10/29/12 11/04/		1	\$1,200.00						
Week: 11/05/12 11/11/		1	\$1,200.00						
58 WISN 10/15/12 11	/05/12 News M-F	6a	6-7A		:30	· · · · · · · · · · · · · · · · · · ·	NM	4	\$4,000.00
Start Date End D		Spots/Week	Rate					·	4.1500.00
Week: 10/15/12 10/21/		1	\$1,000.00						
Week: 10/22/12 10/28/ Week: 10/29/12 11/04/		1	\$1,000.00						
Week: 11/05/12 11/11/		1	\$1,000.00 \$1,000.00				ļ		
	/06/12 News M-F		6-7A		-20		NIM.		#4 000 no
Start Date End Da		Spots/Week	Rate		:30		NM	1	\$1,000.00
Week: 11/05/12 11/11/		1	\$1,000.00				1		
60 WISN 10/22/12 11	/05/12 Entertainm	ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date End Da		Spots/Week	Rate						
Week: 10/22/12 10/28/ Week: 10/29/12 11/04/		1	\$850.00						
Week: 10/29/12 11/04/ Week: 11/05/12 11/11/		1	\$850.00 \$850.00						
		ning America	7-9a		:30			_	25 222 22
Start Date End Da		Spots/Week	Rate		.30		NM	5	\$5,000.00
Week: 10/08/12 10/14/	12 1	1	\$1,000.00						
Week: 10/15/12 10/21/		1	\$1,000.00						
Week: 10/22/12 10/28/		1	\$1,000.00						
Week: 10/29/12 11/04/ Week: 11/05/12 11/11/		1	\$1,000.00						
			\$1,000.00		00				
62 WISN 11/06/12 11. Start Date End Da		ing America Spots/Week	7-9a <u>Rate</u>		:30		NM	1	\$1,000.00
Week: 11/05/12 11/11/		1	\$1,000.00						
63 WISN 10/15/12 11	/05/12 LIVE WITH	KELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date End Da		Spots/Week	Rate						**,*******
Week: 10/15/12 10/21/ Week: 10/22/12 10/28/		1	\$450.00						
Week: 10/29/12 11/04/		1	\$450.00 \$450.00						
Week: 11/05/12 11/11/		1	\$450.00						
64 WISN 10/06/12 10	/06/12 PostBadge	r	PostBadger		:30		NM	1	\$1,000.00
Start Date End Da	ate Weekdays	Spots/Week	Rate		.00		1 4141	•	\$1,000.00
Week: 10/01/12 10/07/	12S-	1	\$1,000.00						
	/06/12 BIG 12 Bad	•	630-7p, 6-630p		:30		NM	1	\$1,500.00
Start Date End Date Week: 10/01/12 10/07/		Spots/Week 1	Rate						
66 WISN 10/04/12 10			\$1,500.00		- 22				
Start Date End Da		Spots/Week	Thu 7-8p <u>Rate</u>		:30		NM	1	\$3,000.00
Week: 10/01/12 10/07/		1	\$3,000.00				l		
67 WISN 10/04/12 10	/05/12 News M-F	5a	5-6A		:30		NM	1	\$350.00
Start Date End Da		Spots/Week	Rate					·	4400.00
Week: 10/01/12 10/07/		11	\$350.00						
68 WISN 10/06/12 10		Omete 044	456-6AM		:30		NM	1	\$250.00
Start Date End Date Week: 10/01/12 10/07/		Spots/Week 1	<u>Rate</u> \$250.00						
	•	•	YE40.00				1		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

10/10/12 / 10/10/12

	939457 /	<u>7</u>	06262067	
Contract Dates	Product		Estimate #	
10/02/12 - 11/06/12	DSCC-IE		1533	İ
<u>Advertiser</u>		01	iginal Date / Revision	

*Line Ch Start D	Date End Date	e Description	1	Start/End Time	Days	Spots/ Length Week	Rate	Туре	Spots	Amount
Start Date	End Date V	<u>Neekdays</u>	Spots/Week	Rate			-			
69 WISN 10/07/1 Start Date Week: 10/01/12	End Date V	Su 458-6a <u>Weekdays</u> S	Spots/Week 1	458-6AM <u>Rate</u> \$200.00	,	:30		NM	1	\$200.00
70 WISN 10/04/1 <u>Start Date</u> Week: 10/01/12	End Date V	KATIE COU <u>Weekdays</u> TF	RIC <u>Spots/Week</u> 2	M-F 2-3P <u>Rate</u> \$400.00		:30		MM	2	\$800.00
71 WISN 10/04/1 Start Date Week: 10/01/12	End Date V	Nightline <u>Weekdays</u> TF	Spots/Week 1	11p-1130p <u>Rate</u> \$1,500.00		:30		MM	1	\$1,500.00
72 WISN 10/06/1 Start Date Week: 10/01/12		INSIDE THE <u>Veekdays</u> S-	HUDDLE Spots/Week 1	INSIDE HUD 1035 <u>Rate</u> \$250.00		:30		NM	1	\$250.00
						Totals	5		352	\$321,300.00

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	252	\$232,100.00	\$197,285.00		
10/29/12 -11/06/12	100	\$89,200.00	\$75,820.00		
Totals	352	\$321,300.00	\$273,105.00		

Signature:	Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obtigated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisty the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling o	f property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnis	sned by the Agency in connection with broadcasts hereunder.	The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	after its prior approval.	i i i i i i i i i i i i i i i i i i i

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monles which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to he media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]